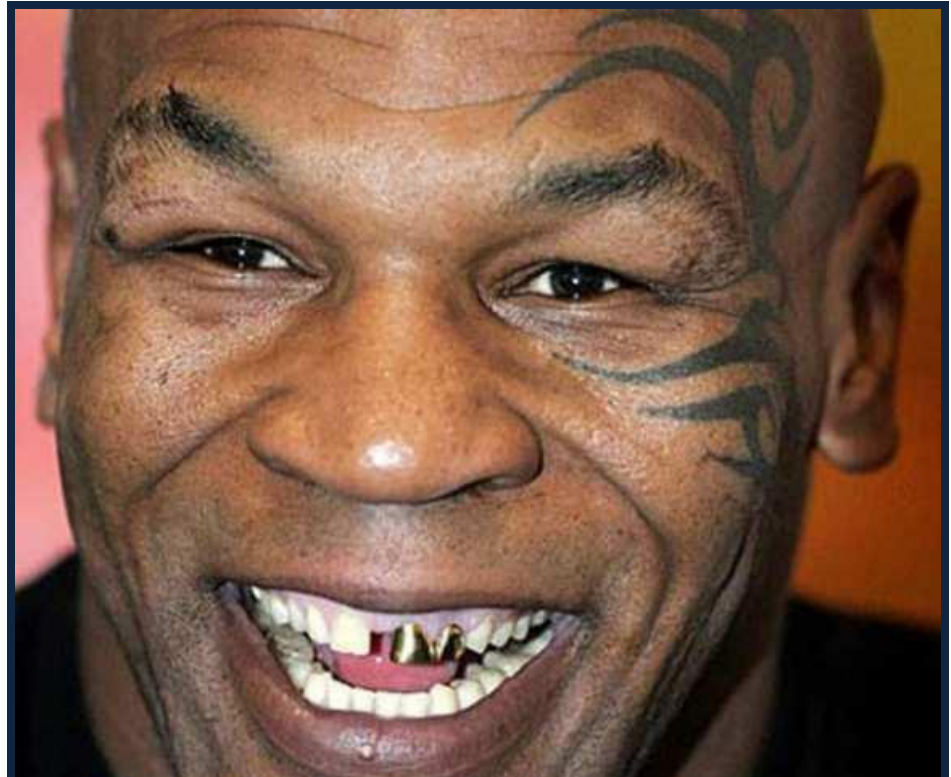


North Carolina Competitiveness



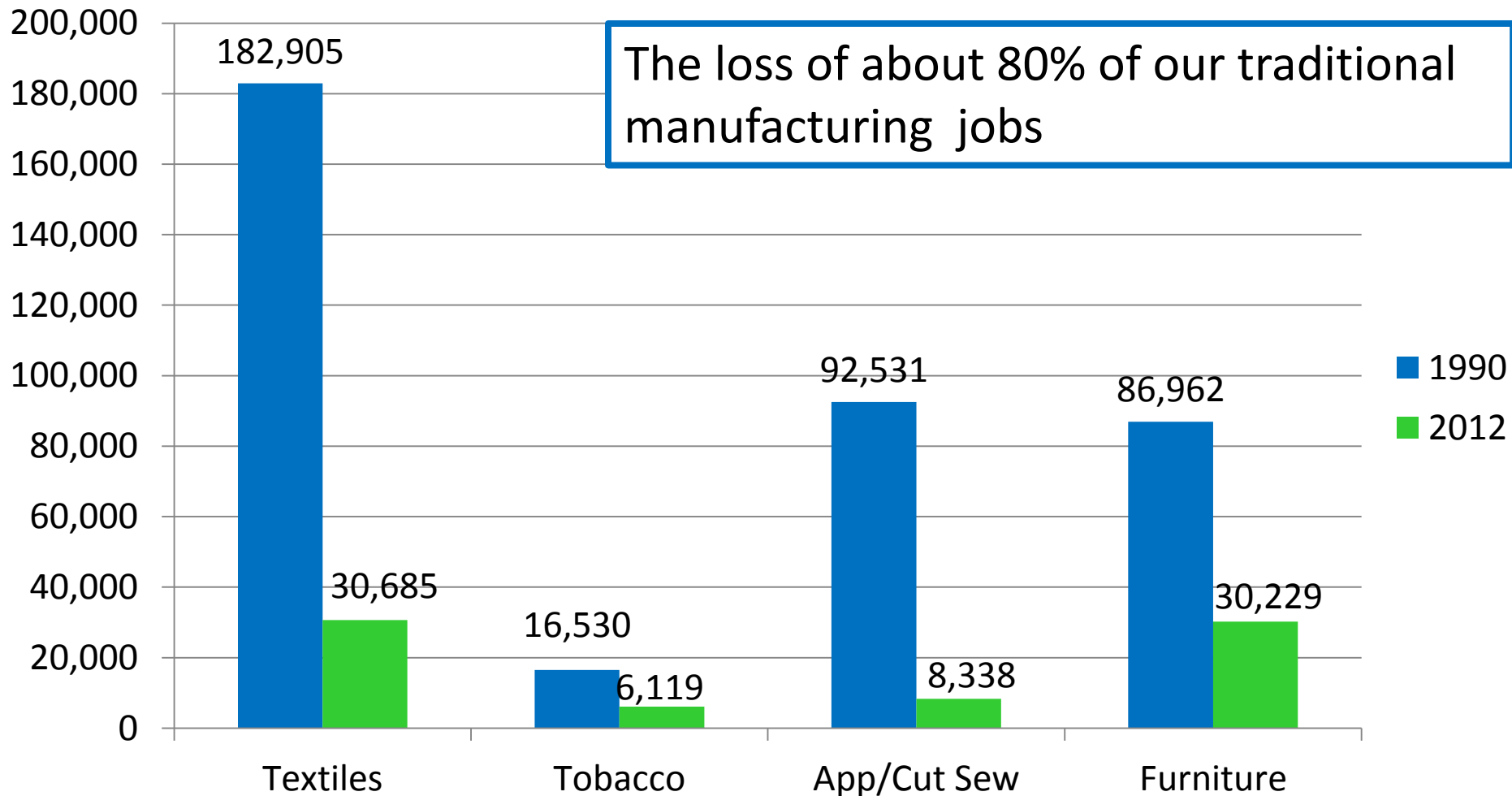
"Everyone
has a plan
'till they
get hit in
the mouth"



Mike Tyson

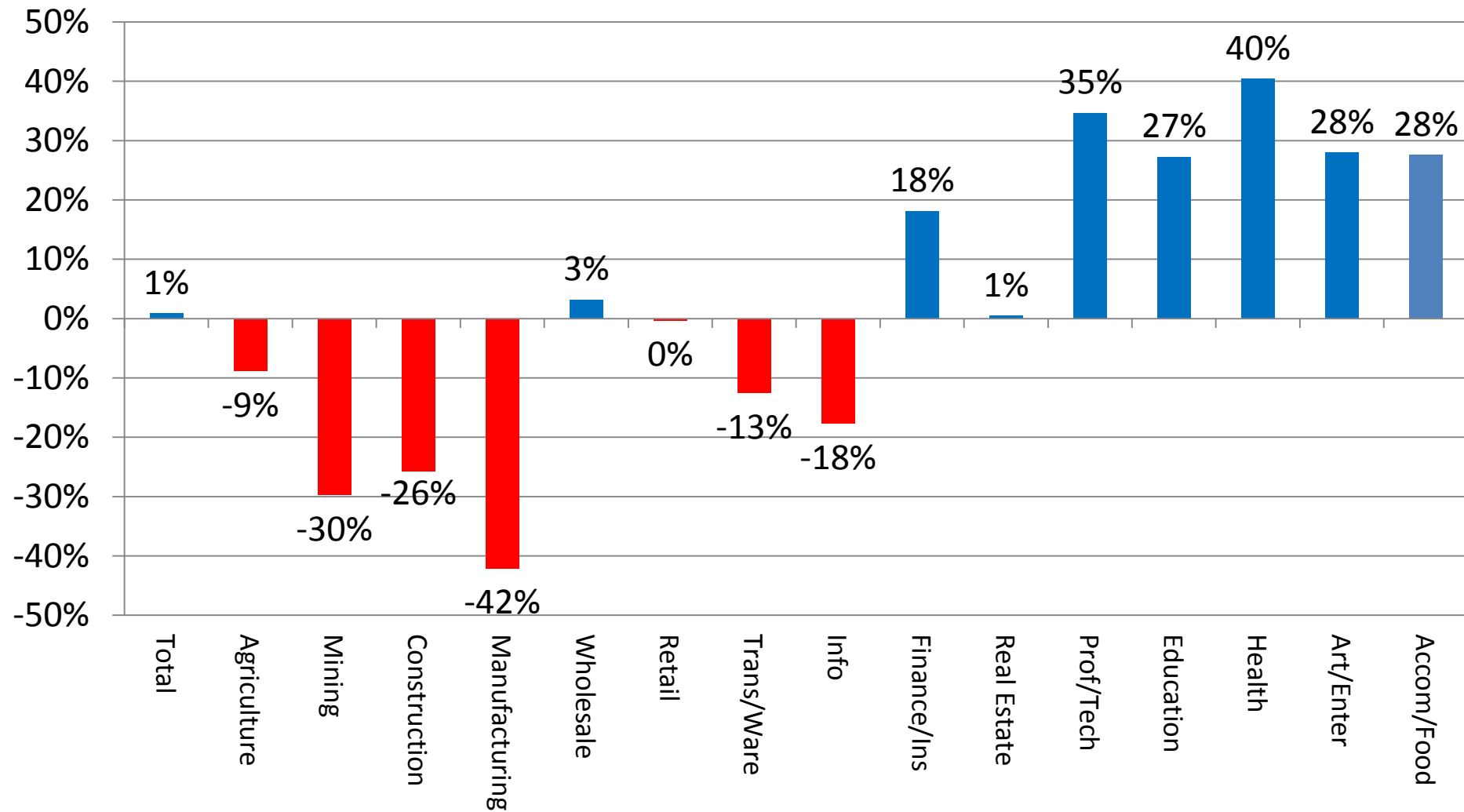
The Punch

Job Change 1990 to 2012

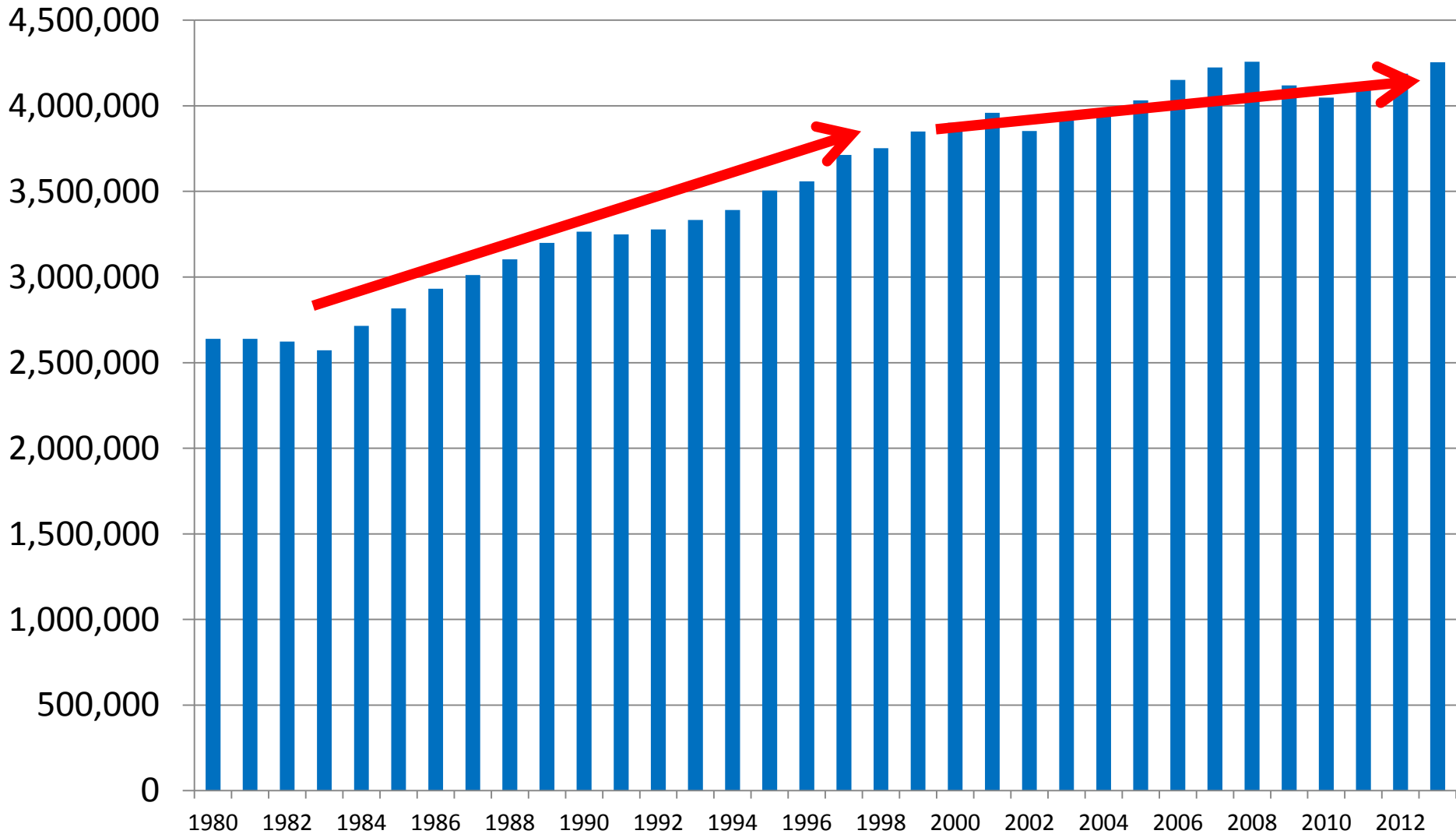


NC Employment Changes By Sector

2000-2012

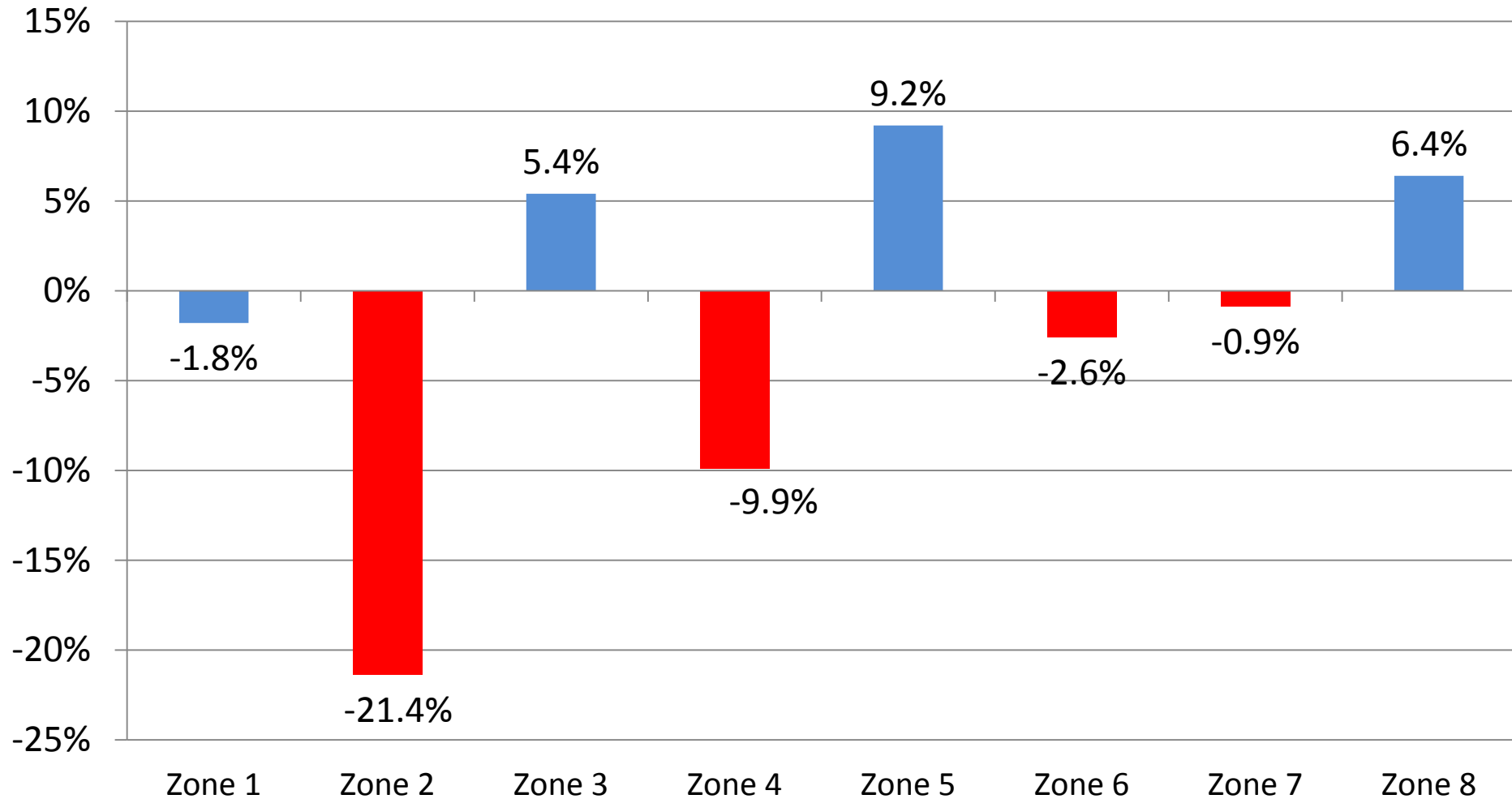


NC Employment Growth

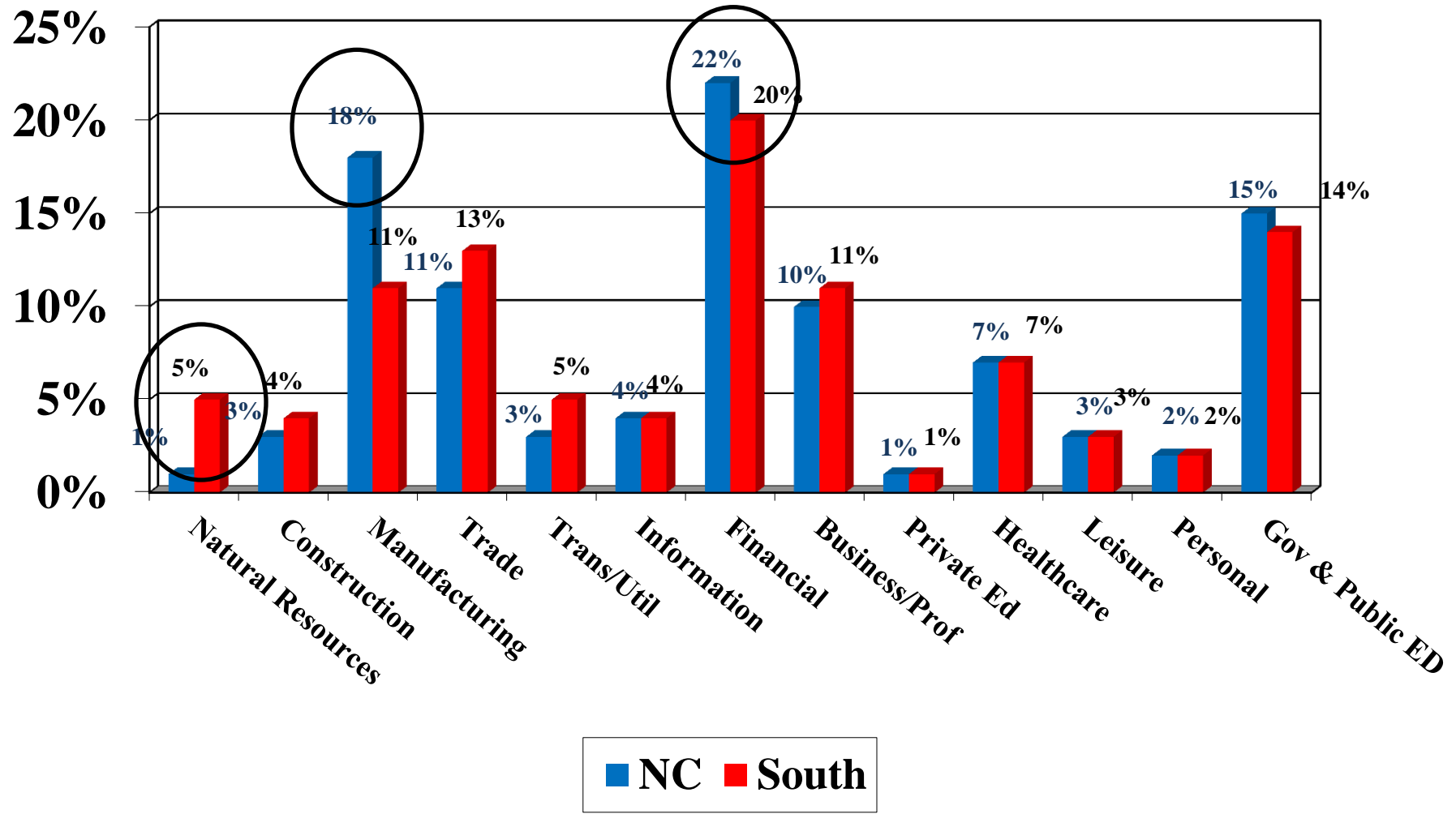


Prosperity Zone Comparisons

Total Job Growth 2000-2012

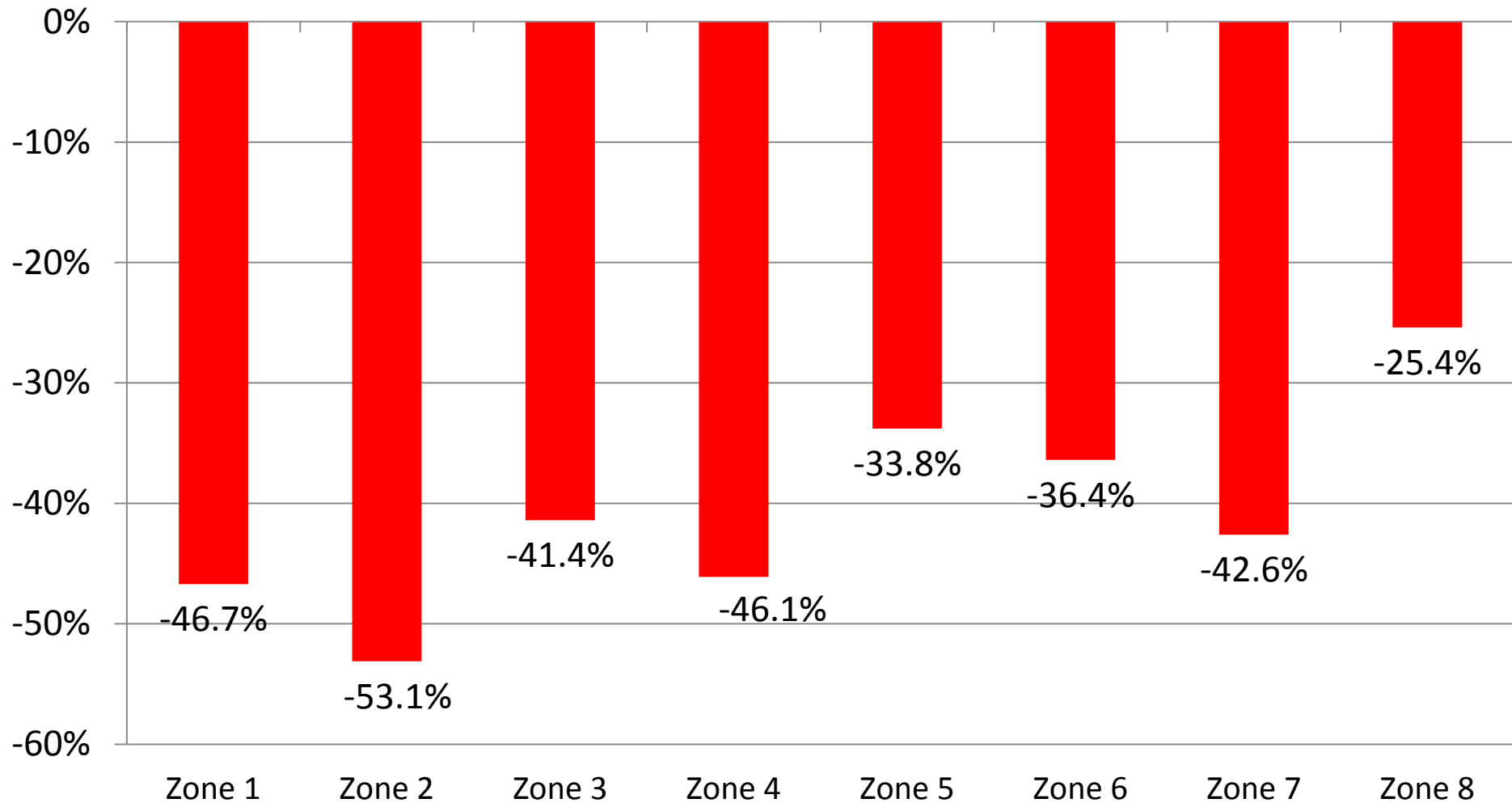


NC Real GDP By Industry 2010



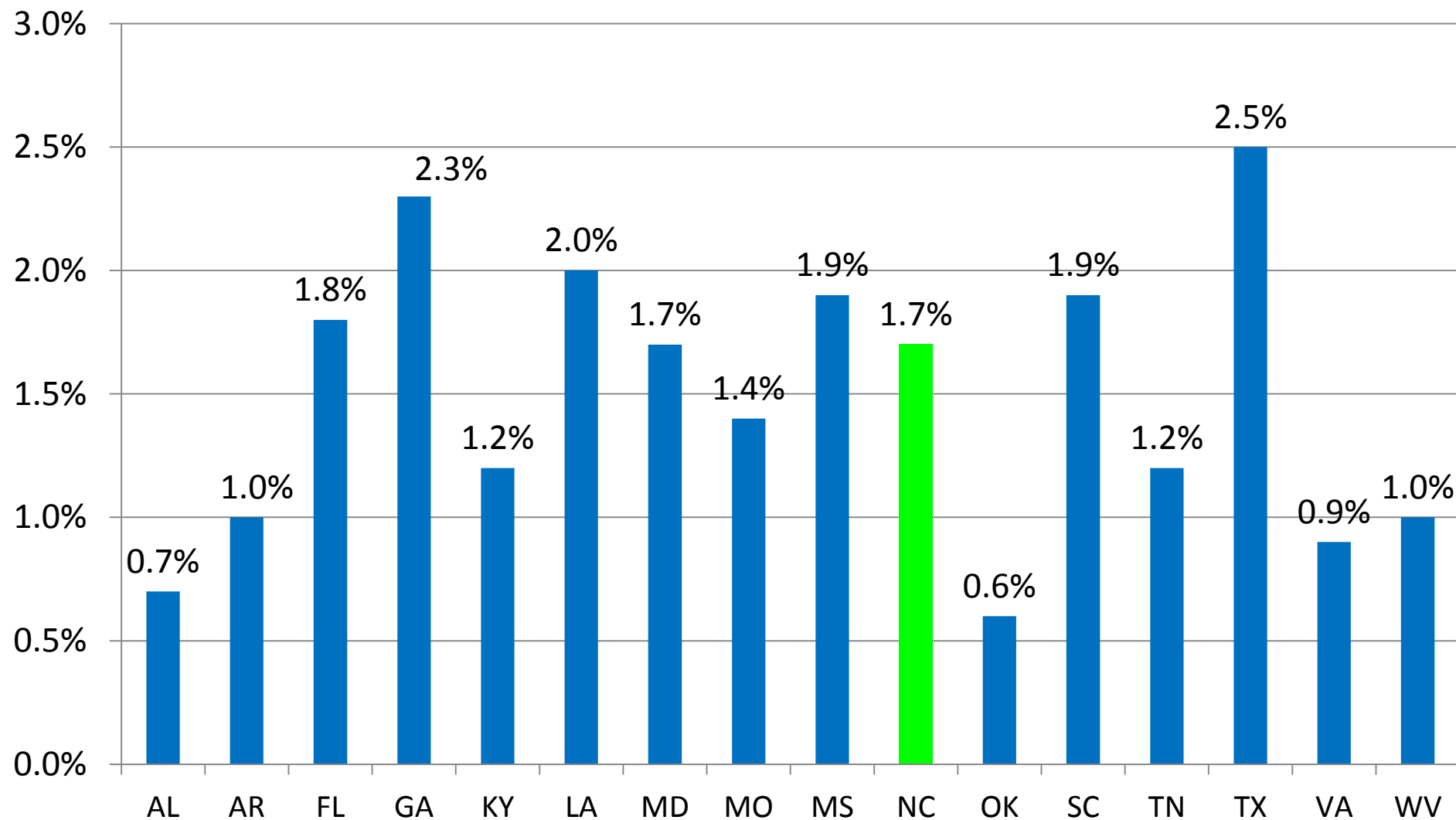
Prosperity Zone Comparisons

Total Manufacturing Growth 2000-2012

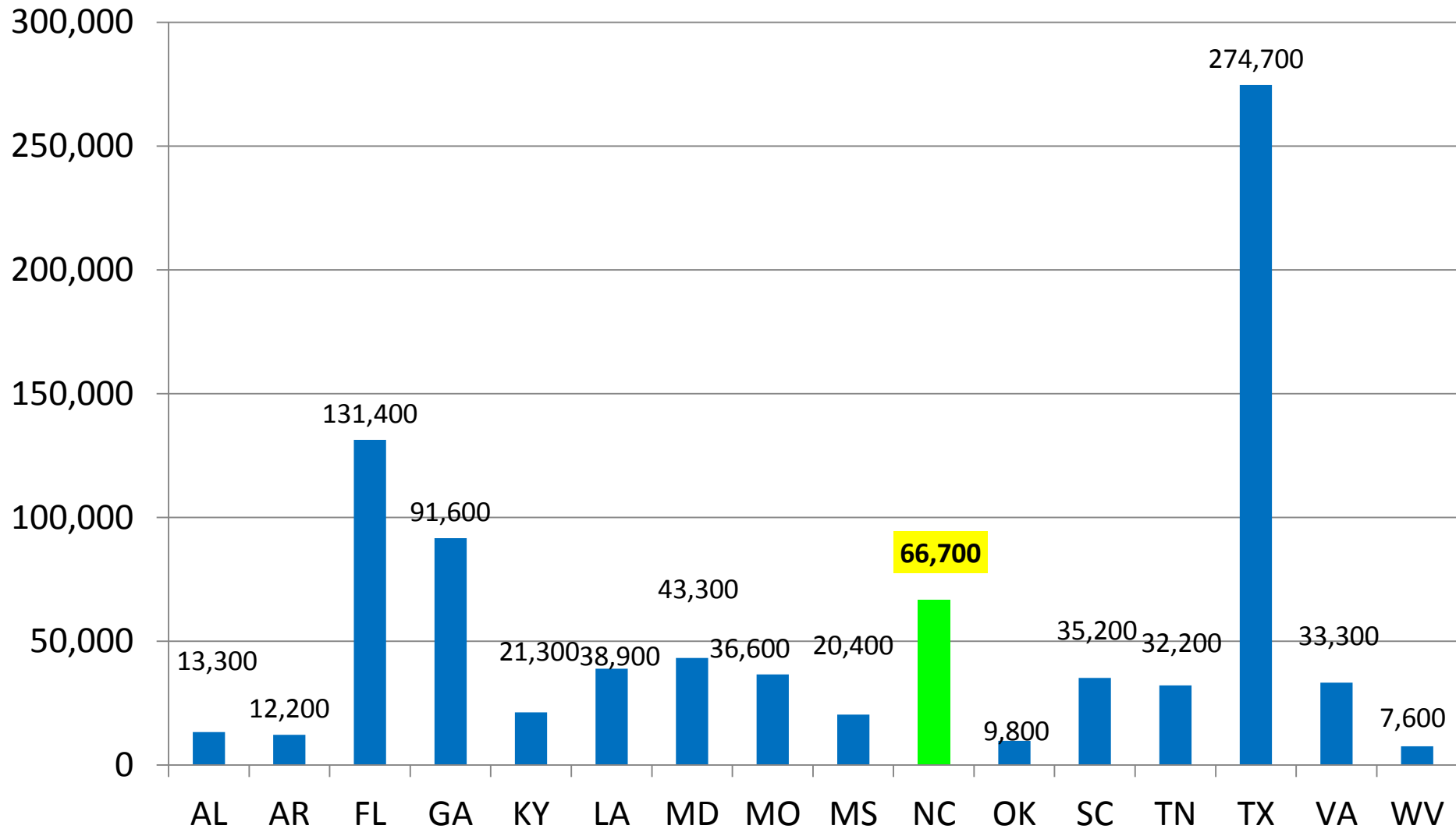


Southern States 1-Year

Employment Changes August 2012 to August 2013

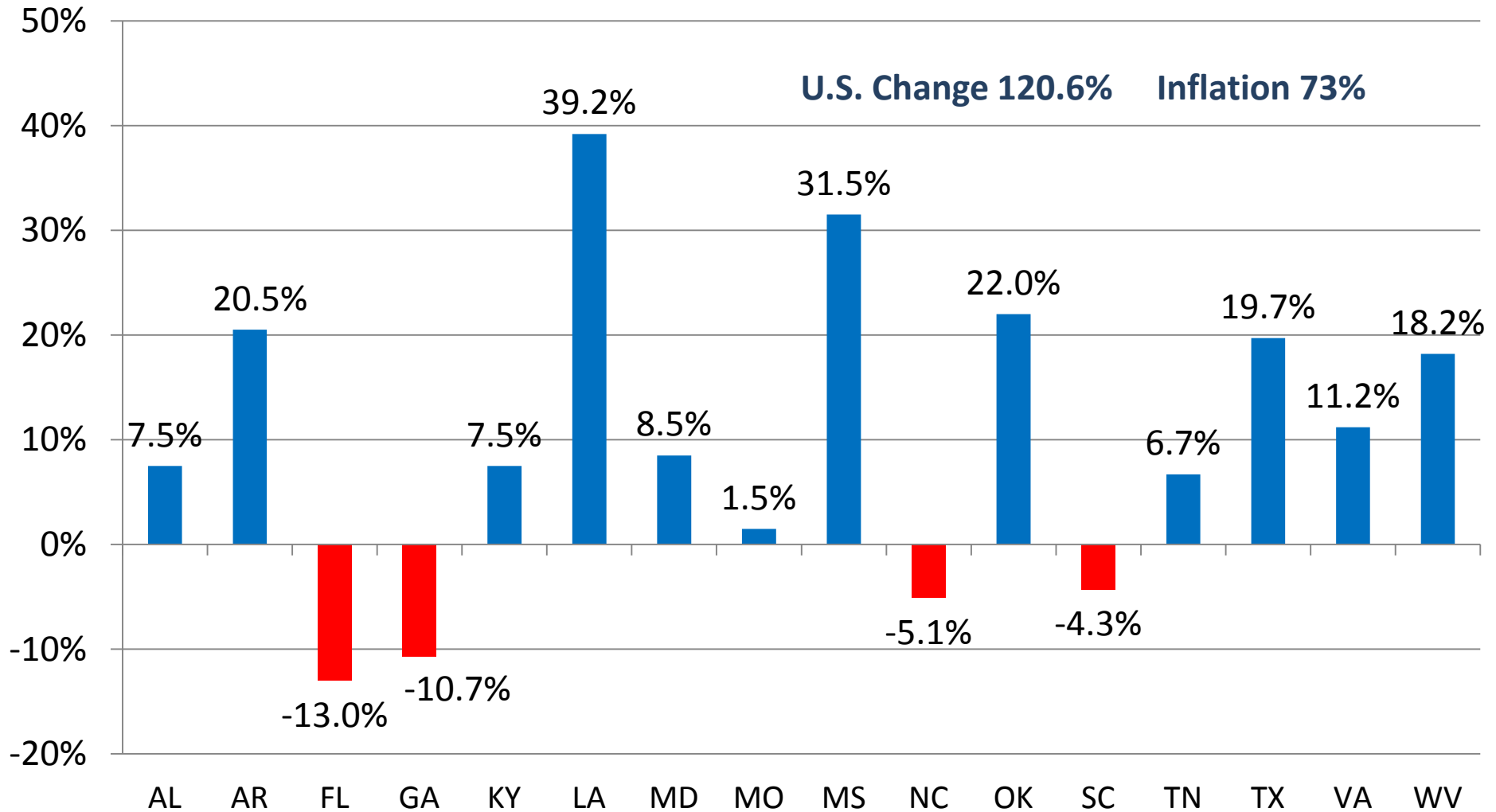


Southern States 1-Year Employment Changes

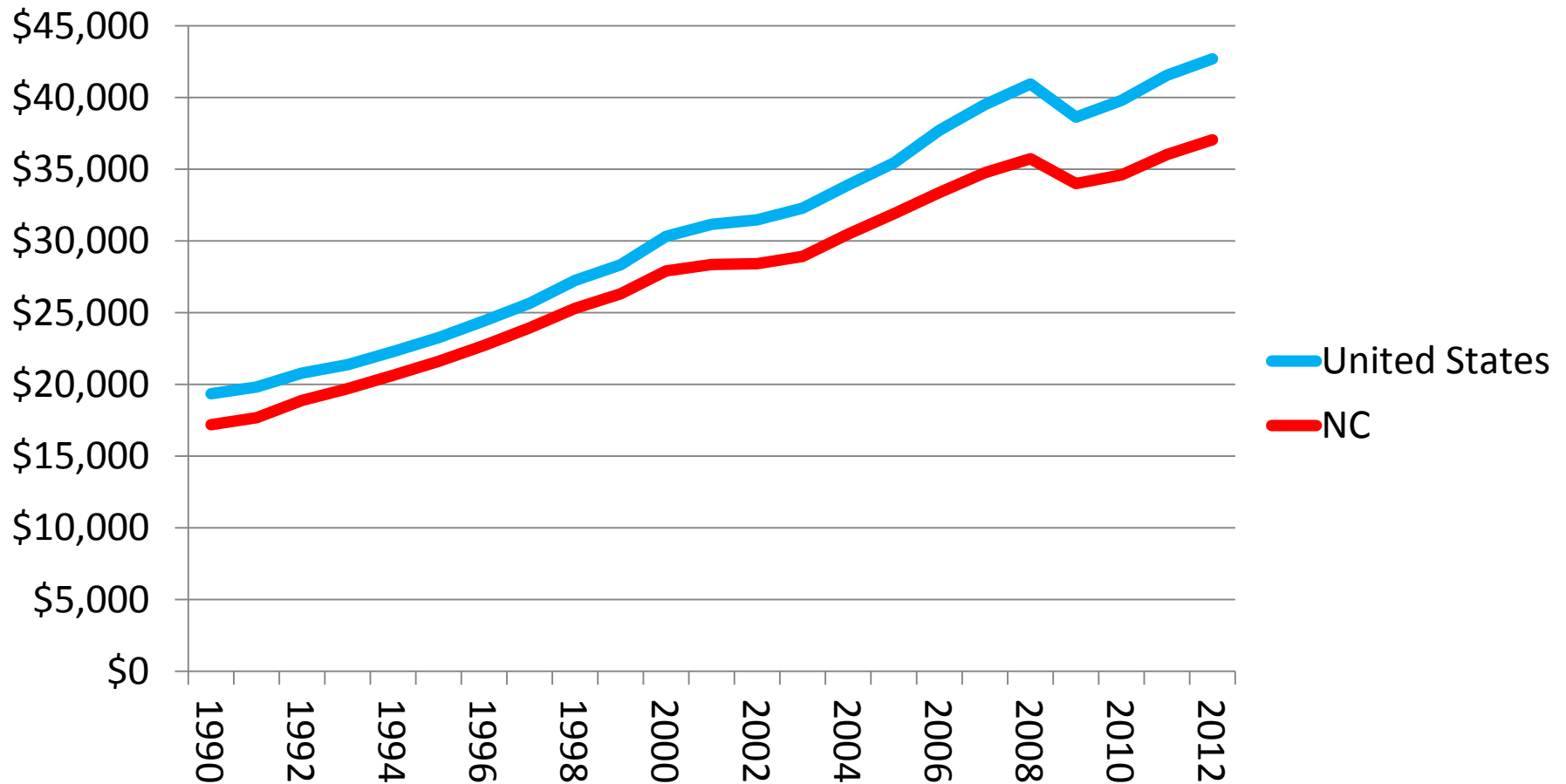


Southern States Per Capita Income

1990-2012 (% Different from Nation Change)

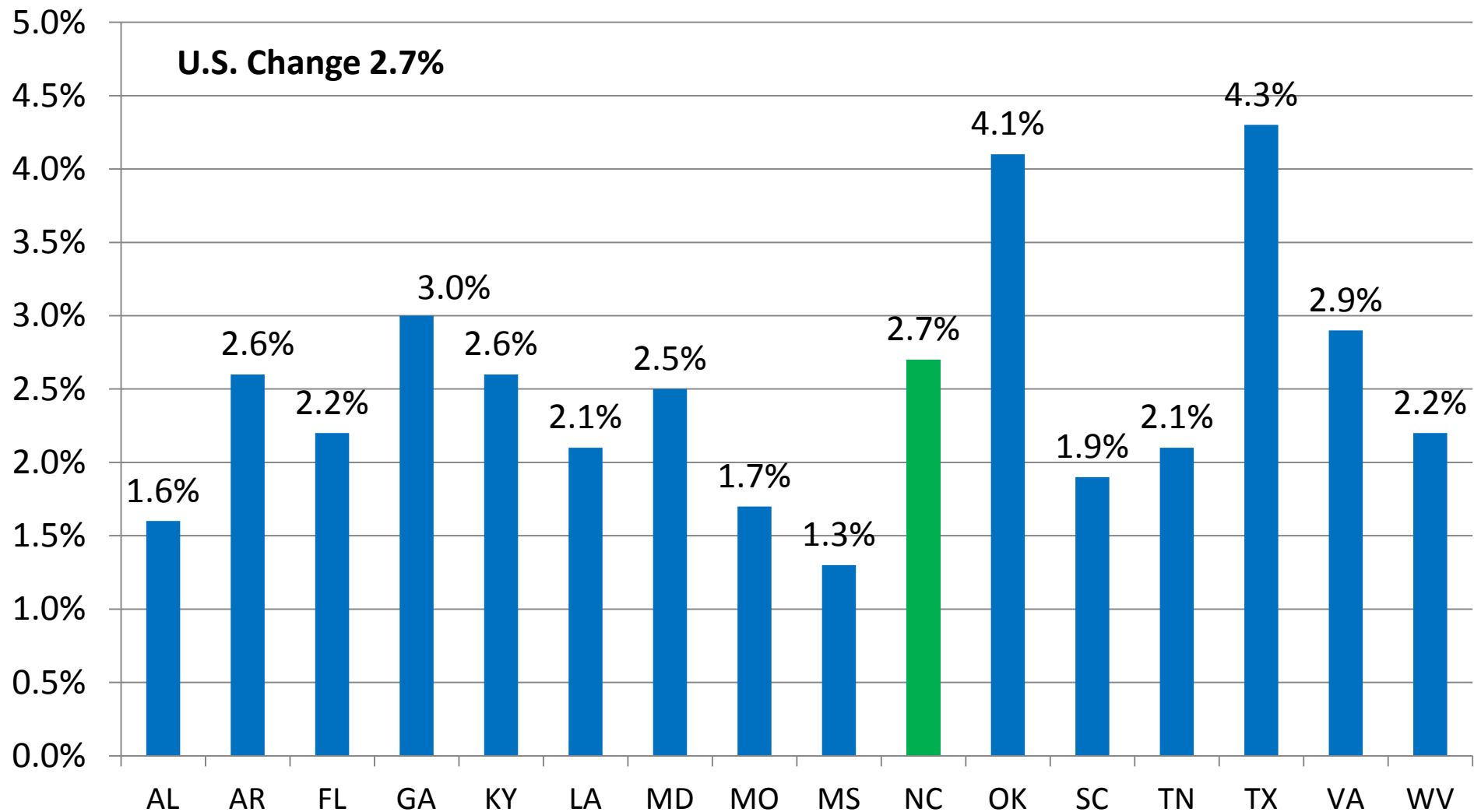


NC Per Capita Income Compared to U.S. 1990-2012



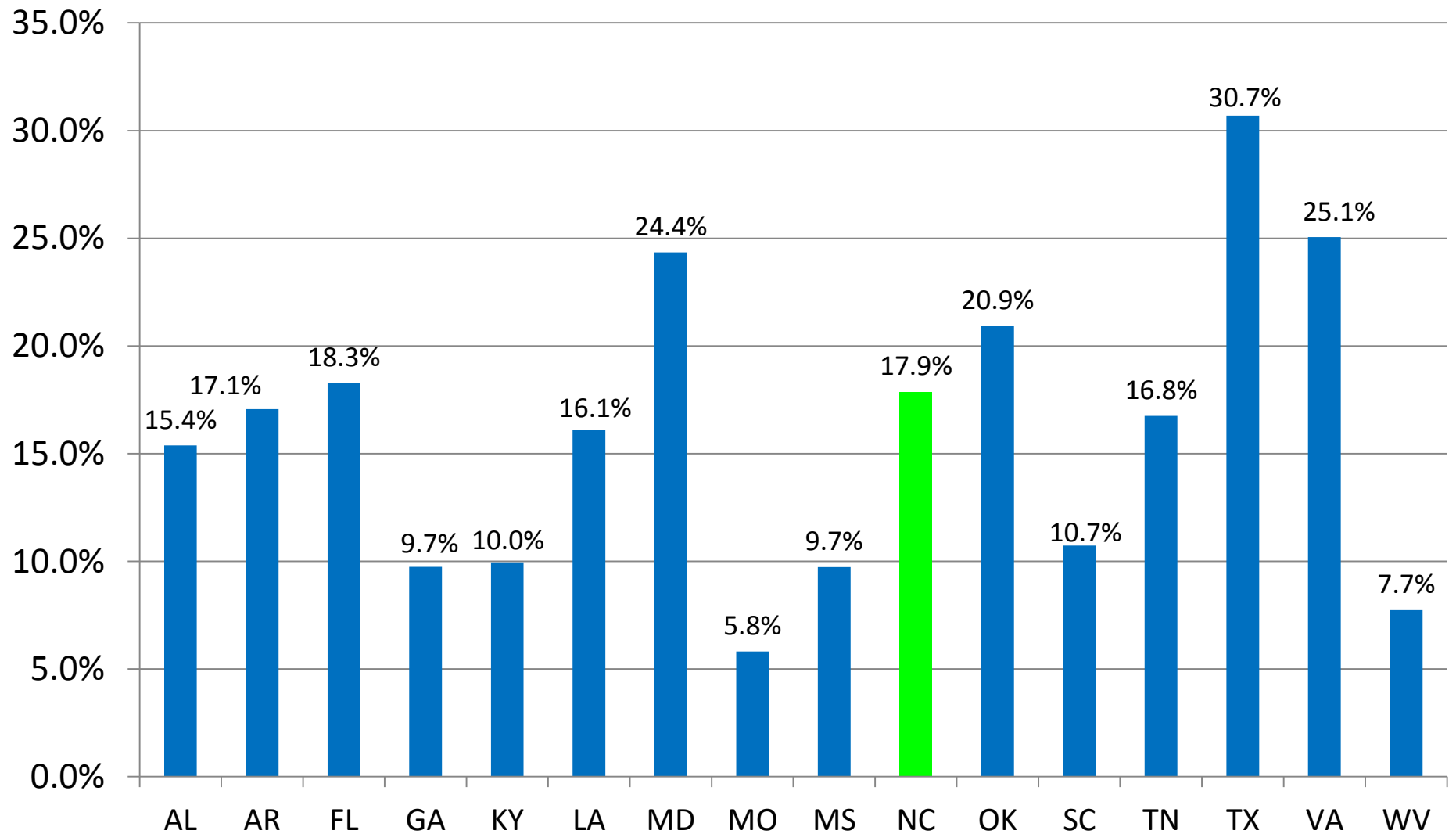
Southern States

Real Personal Income Change 2011



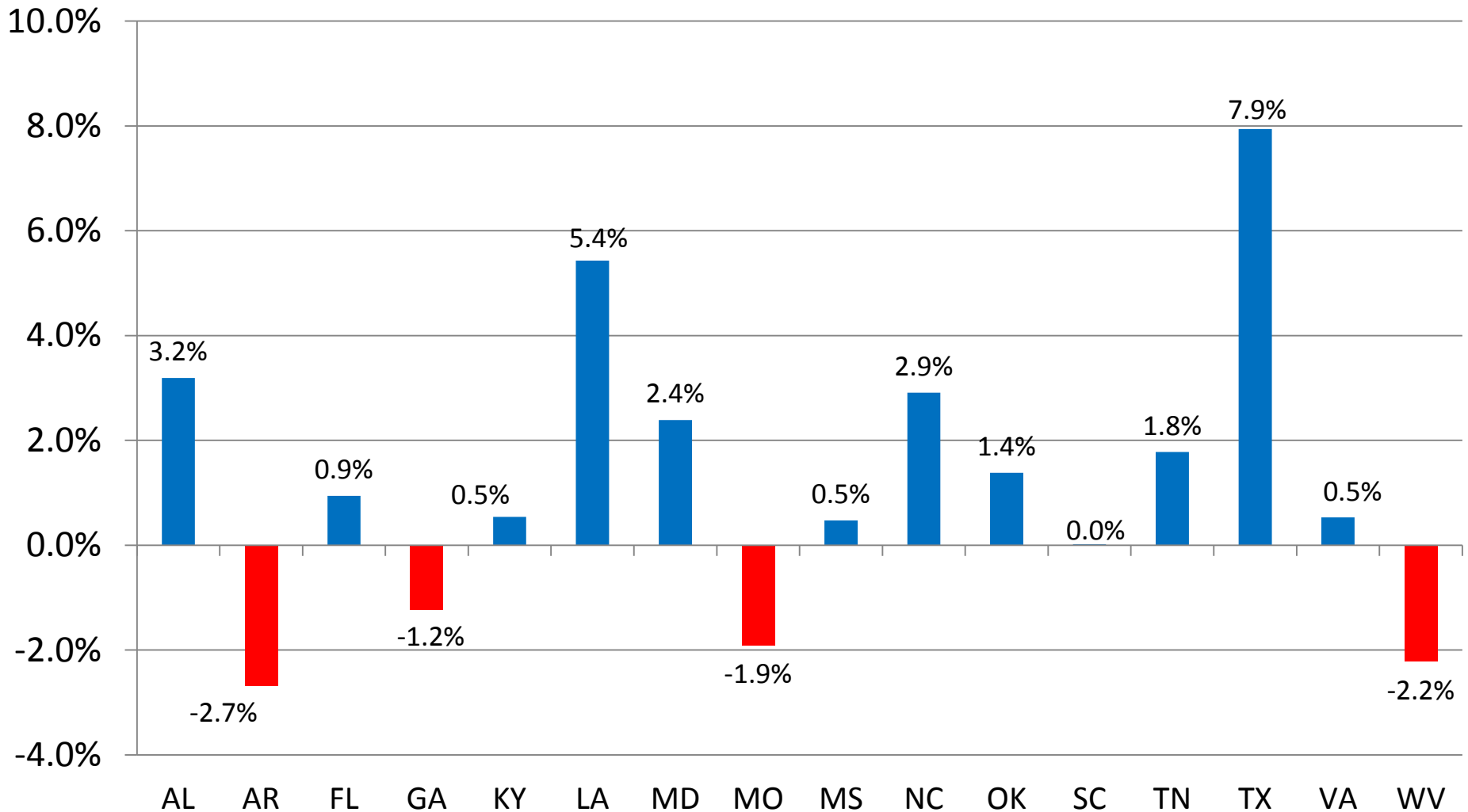
Southern States

Private Sector GDP Growth 2000-2011

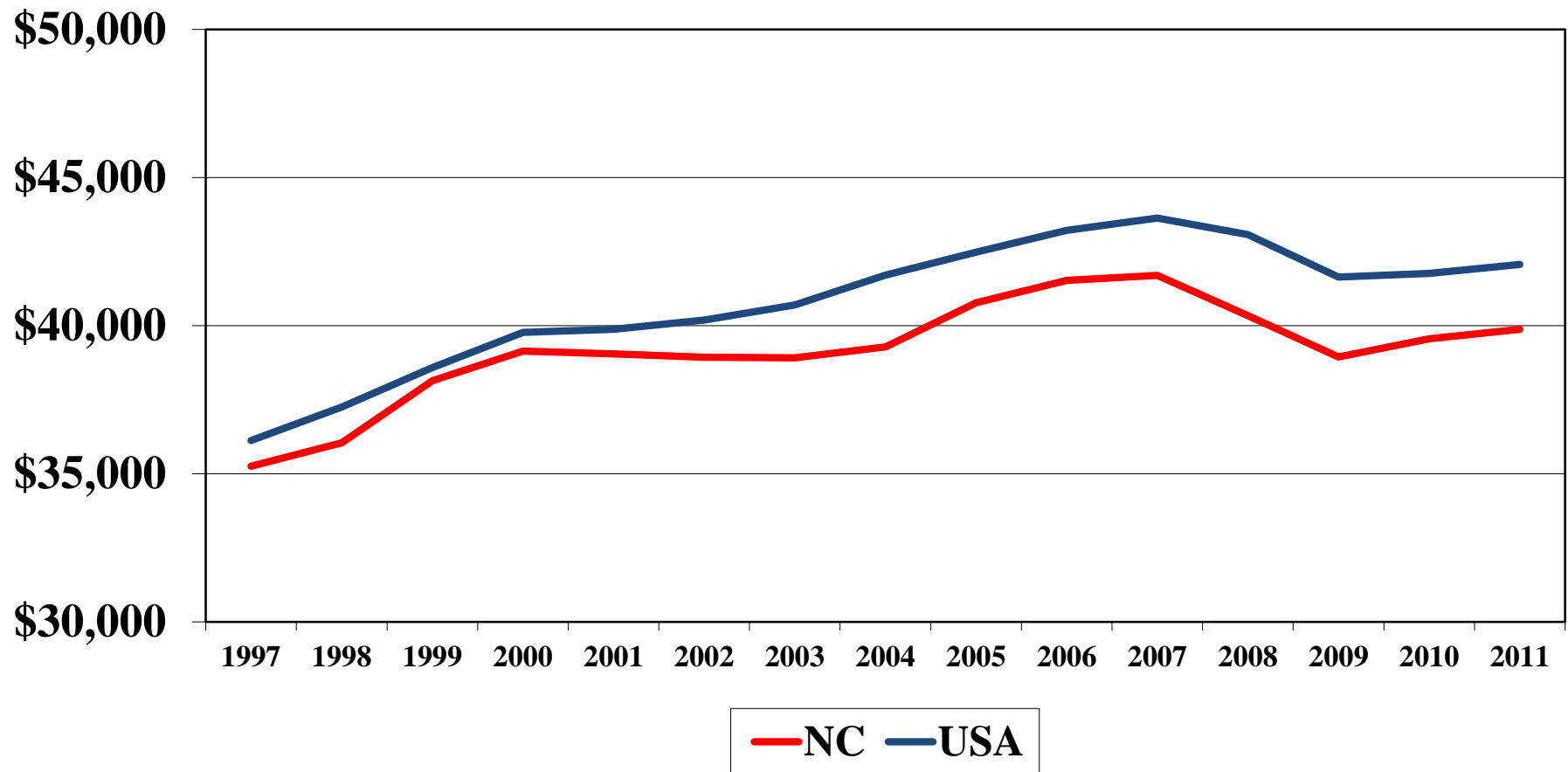


Southern States

Manufacturing GDP Growth 2000-2011



GDP/Capita Changes in the NC 1997-2011



Major Global Trends Impacting Competitiveness

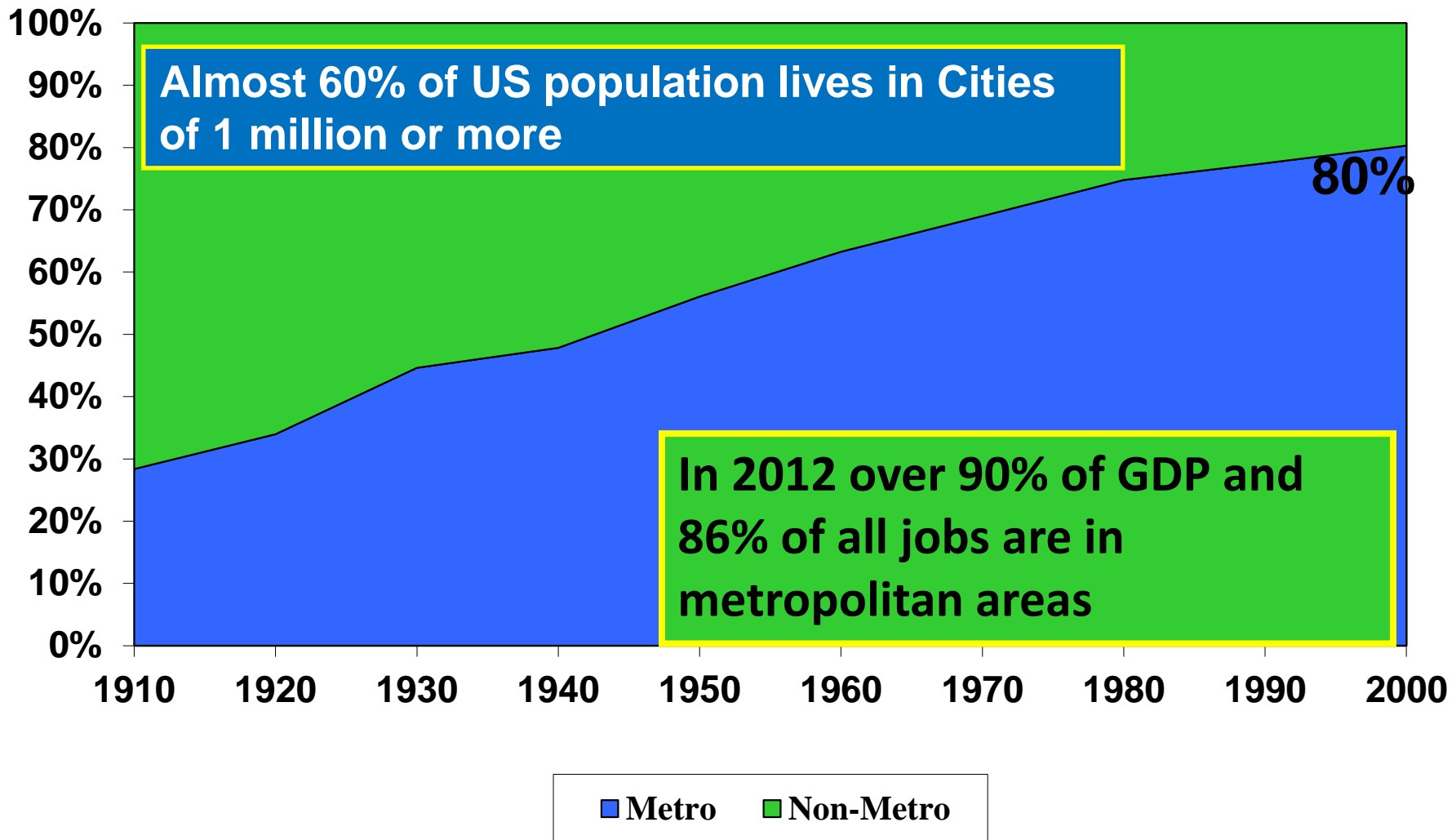


Urbanization

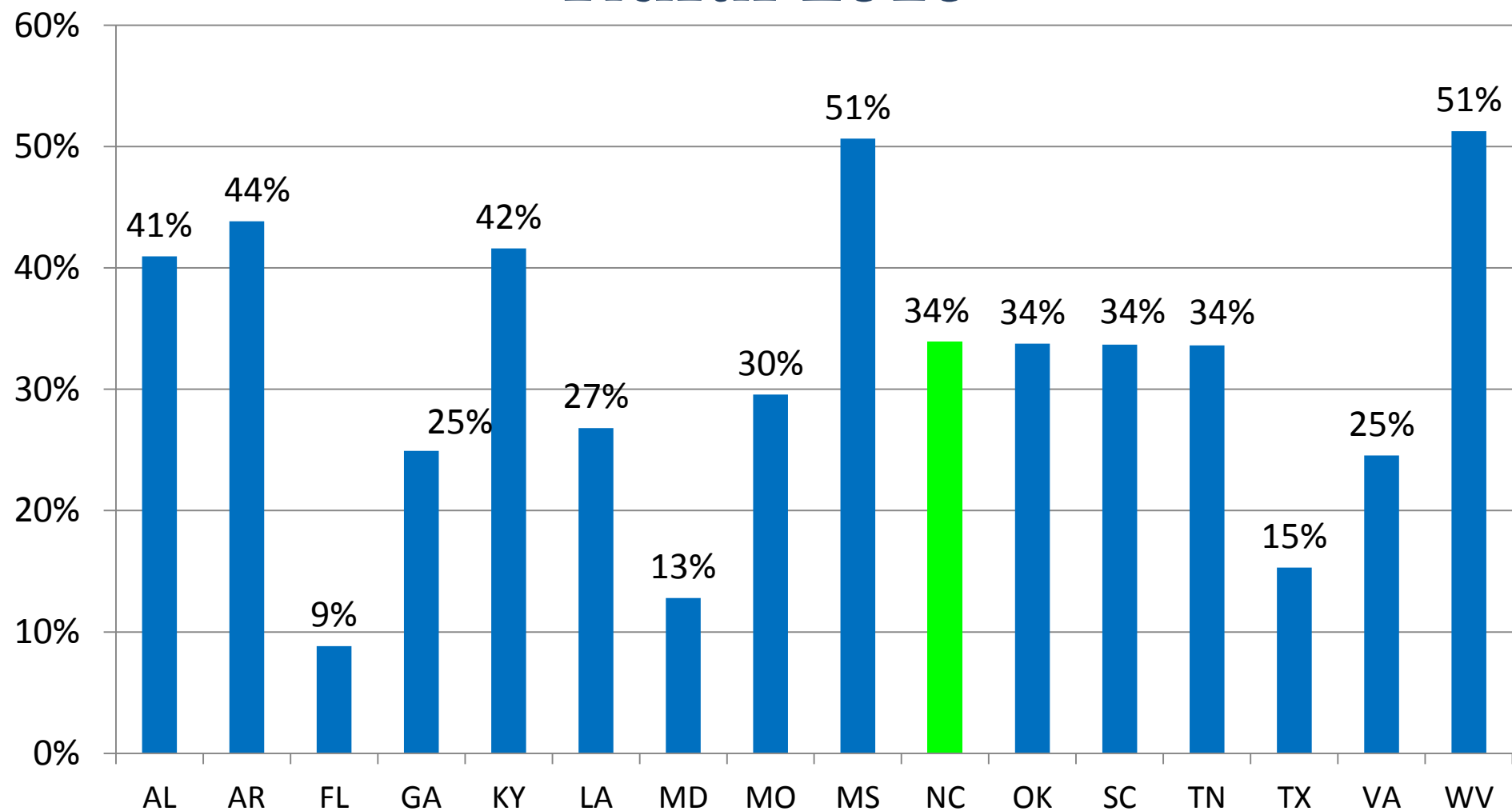
We Are Becoming A World Where
People Live in Urban Regions



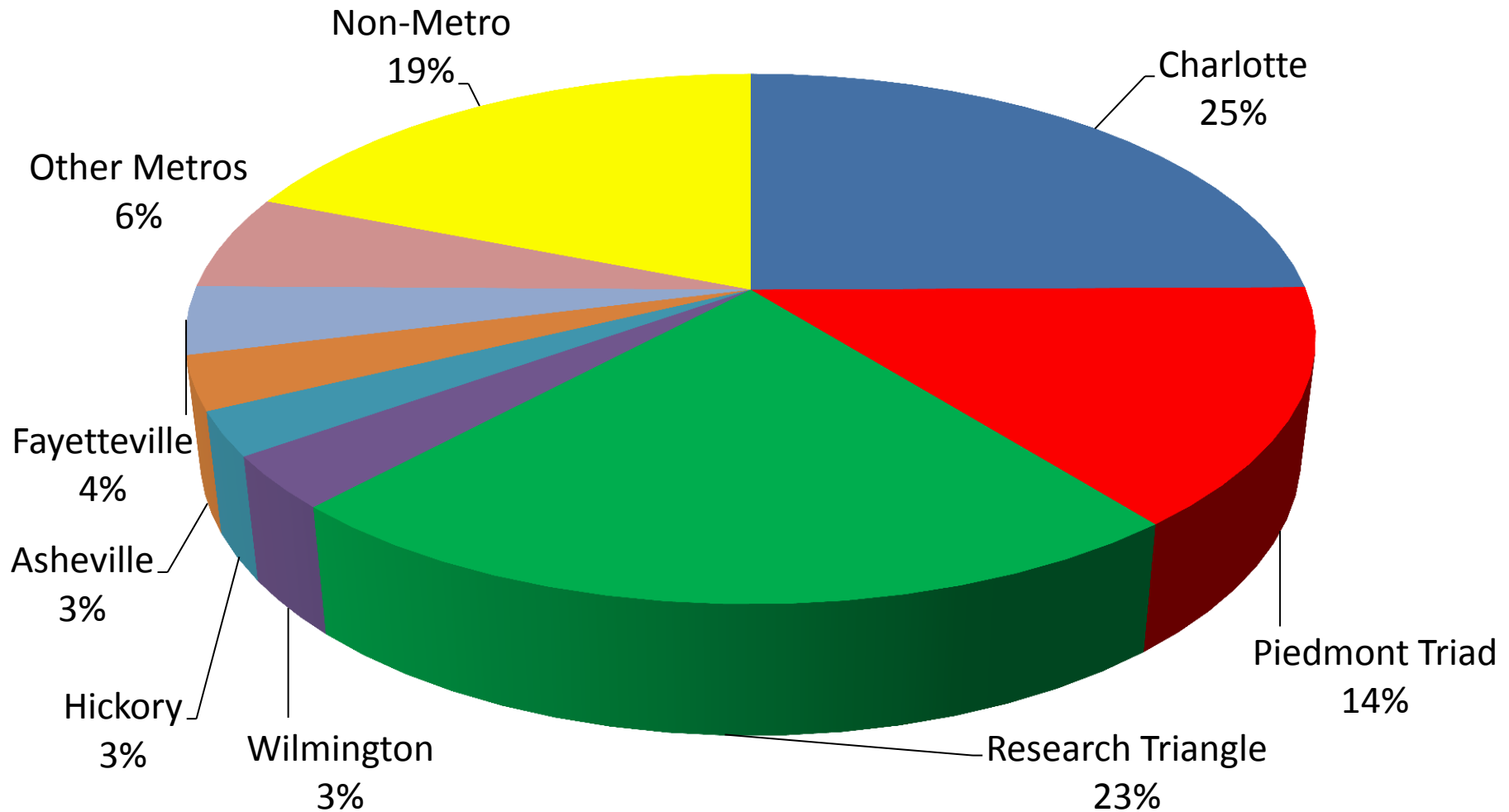
U.S. Population Concentration Metro-Non-Metro



Southern States % of Population Rural 2010



NC Gross State Product 2011



2013 Ranking for NC Metropolitan and Metropolitan Statistical Areas

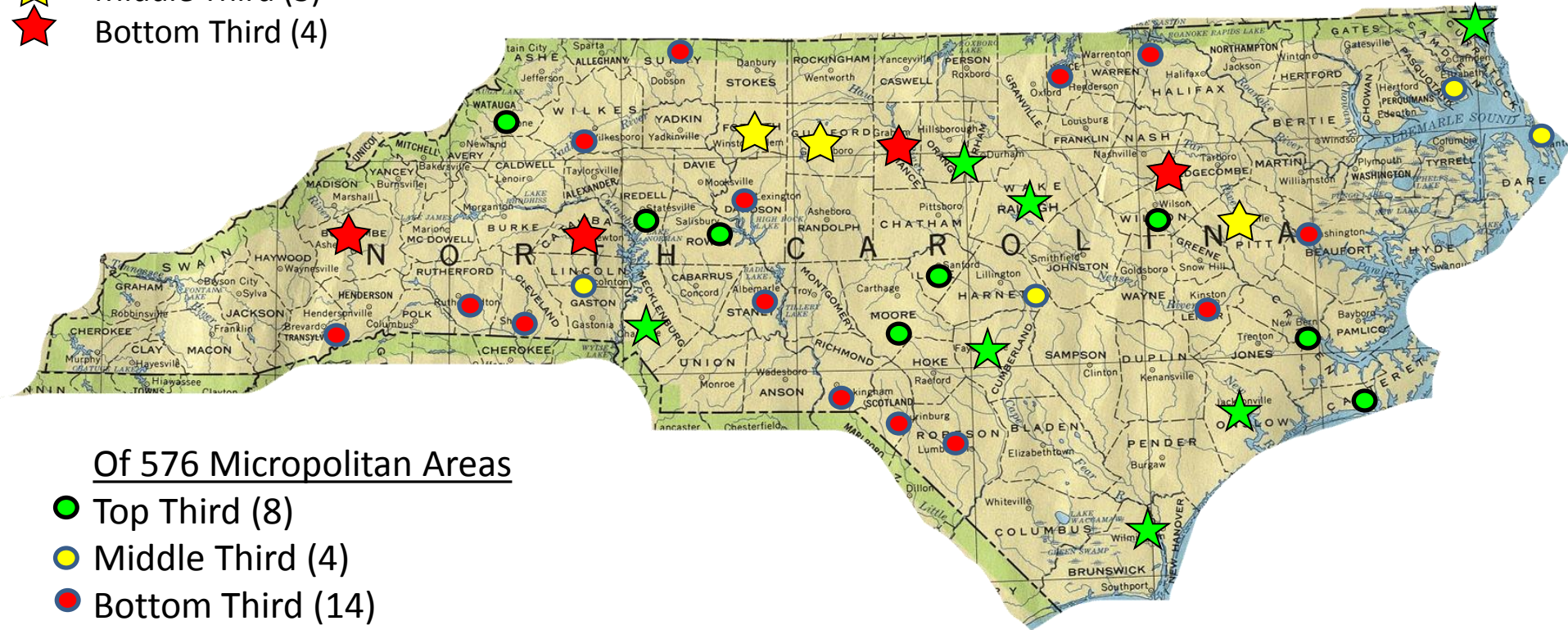
Of 366 Metropolitan Areas



Top Third (7)

Middle Third (3)

Bottom Third (4)

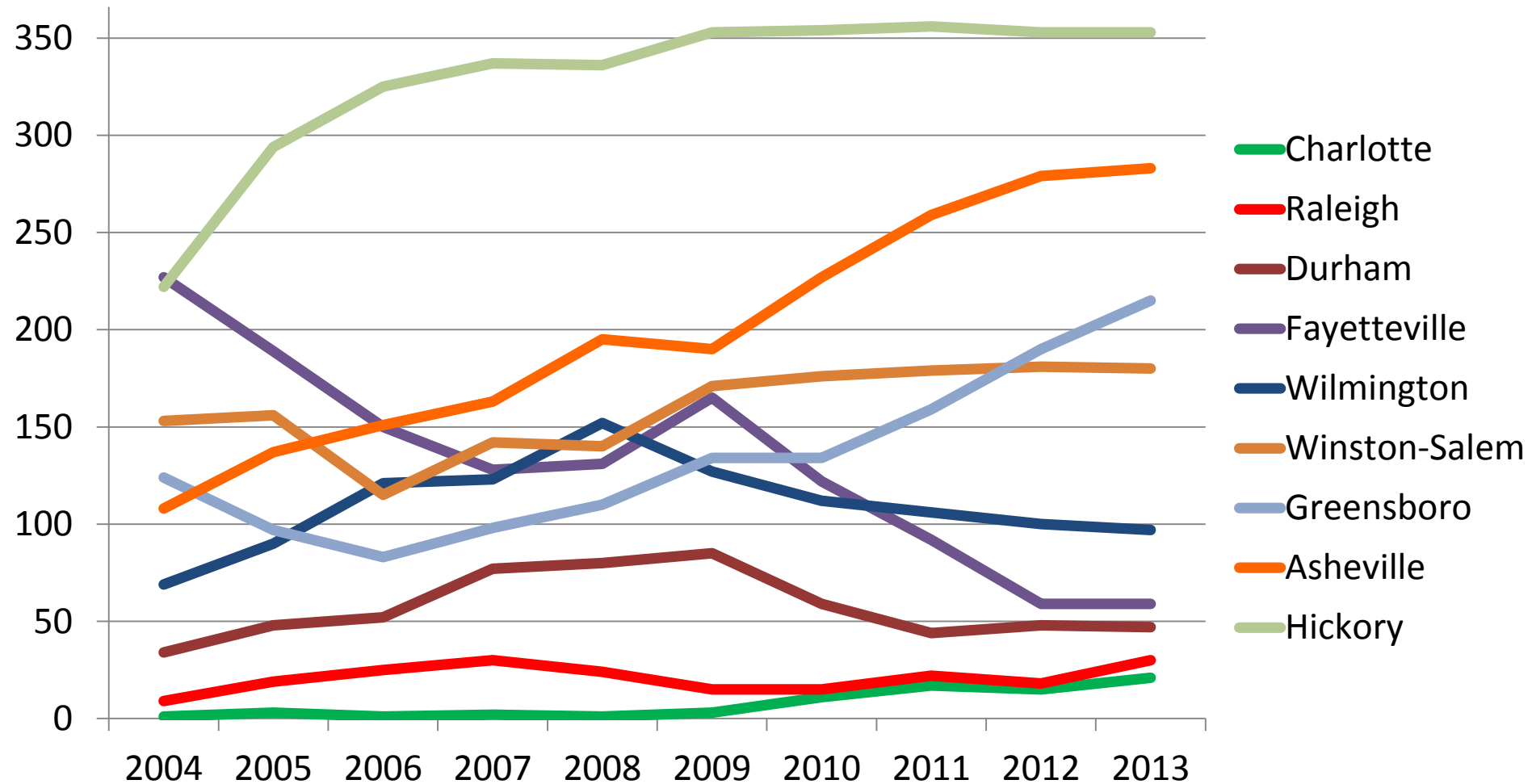


Of 576 Micropolitan Areas

- Top Third (8)
- Middle Third (4)
- Bottom Third (14)

Economic Strength Rankings 2013 (NC)

(Annual Rank of the 366 Metro Areas)



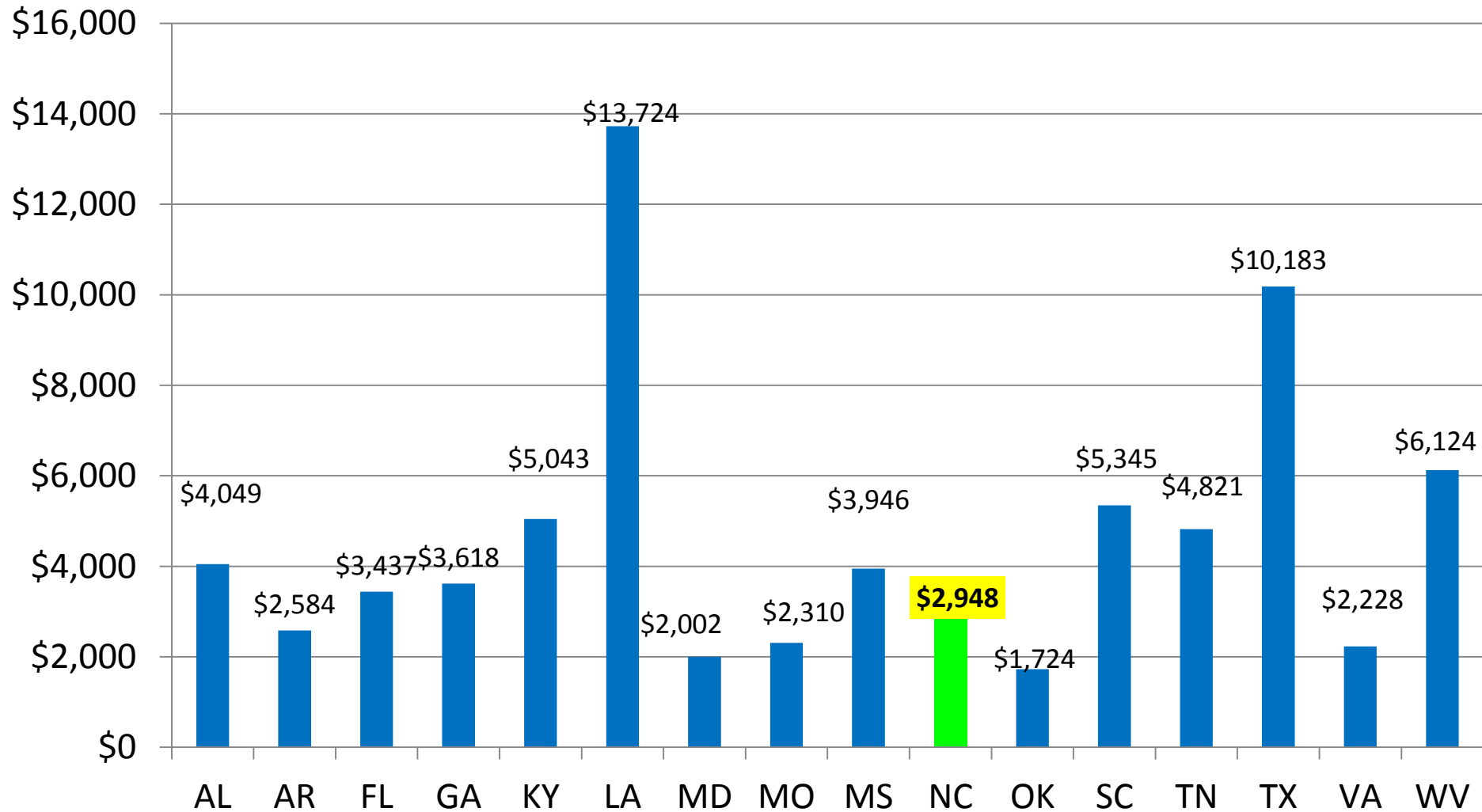
Global Interdependence





**There are more people living inside
this circle than outside of it.**

State Goods Exports Per Capita 2012



Technology



McKinsey & Company

Disruptive Technologies: May 2013

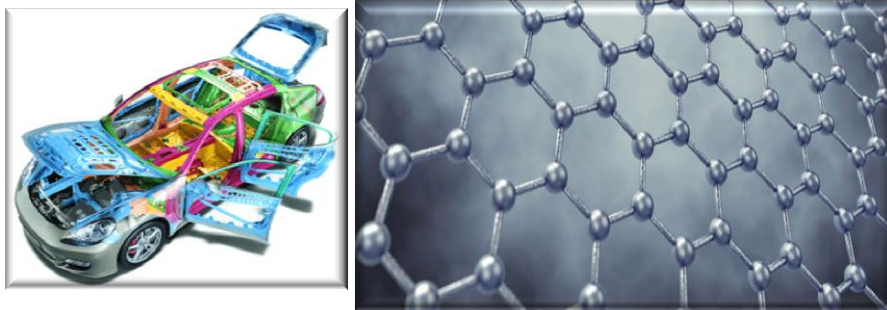
Energy



Mobile Internet



Advanced Materials



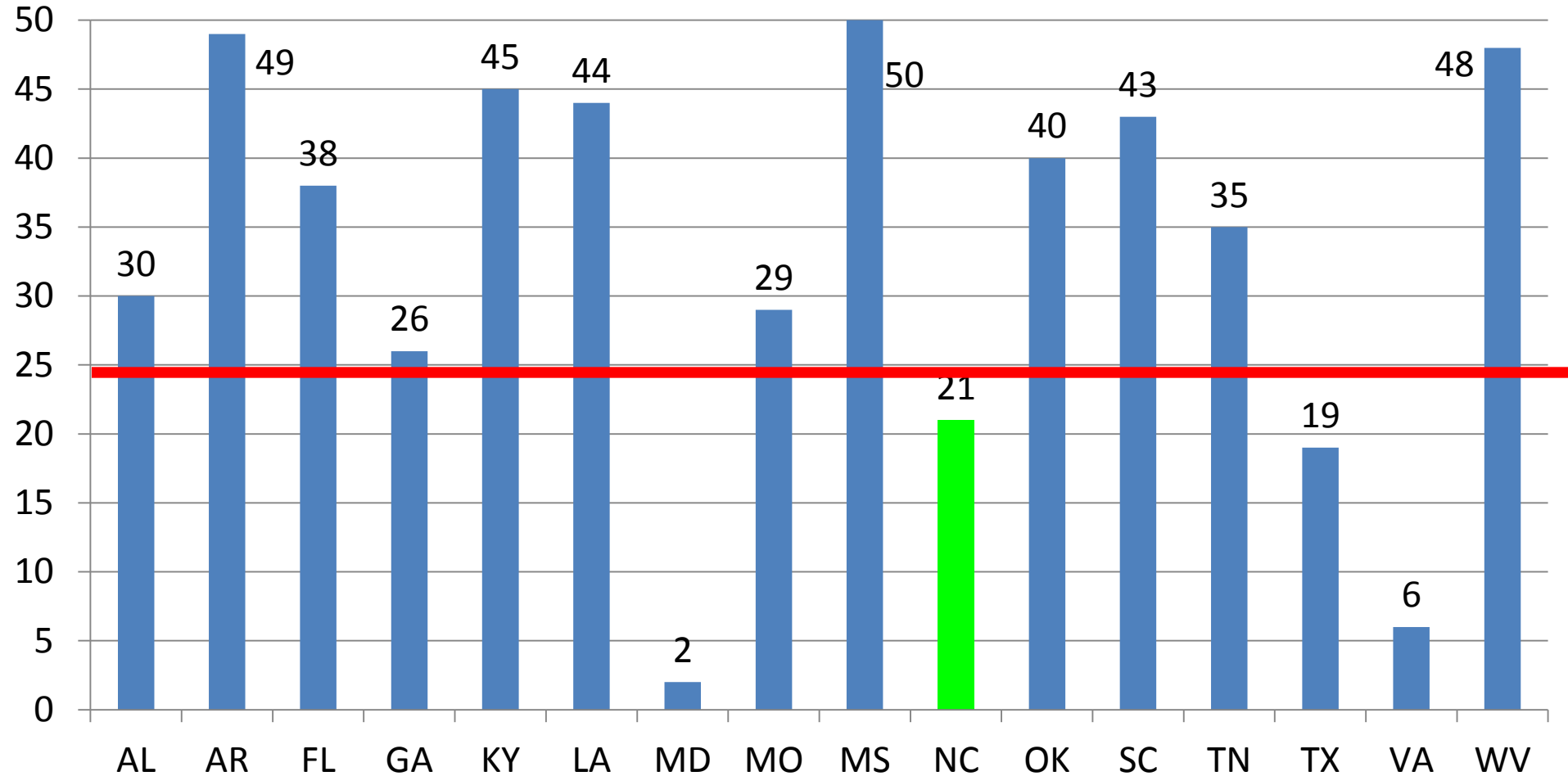
Next Generation Genomics



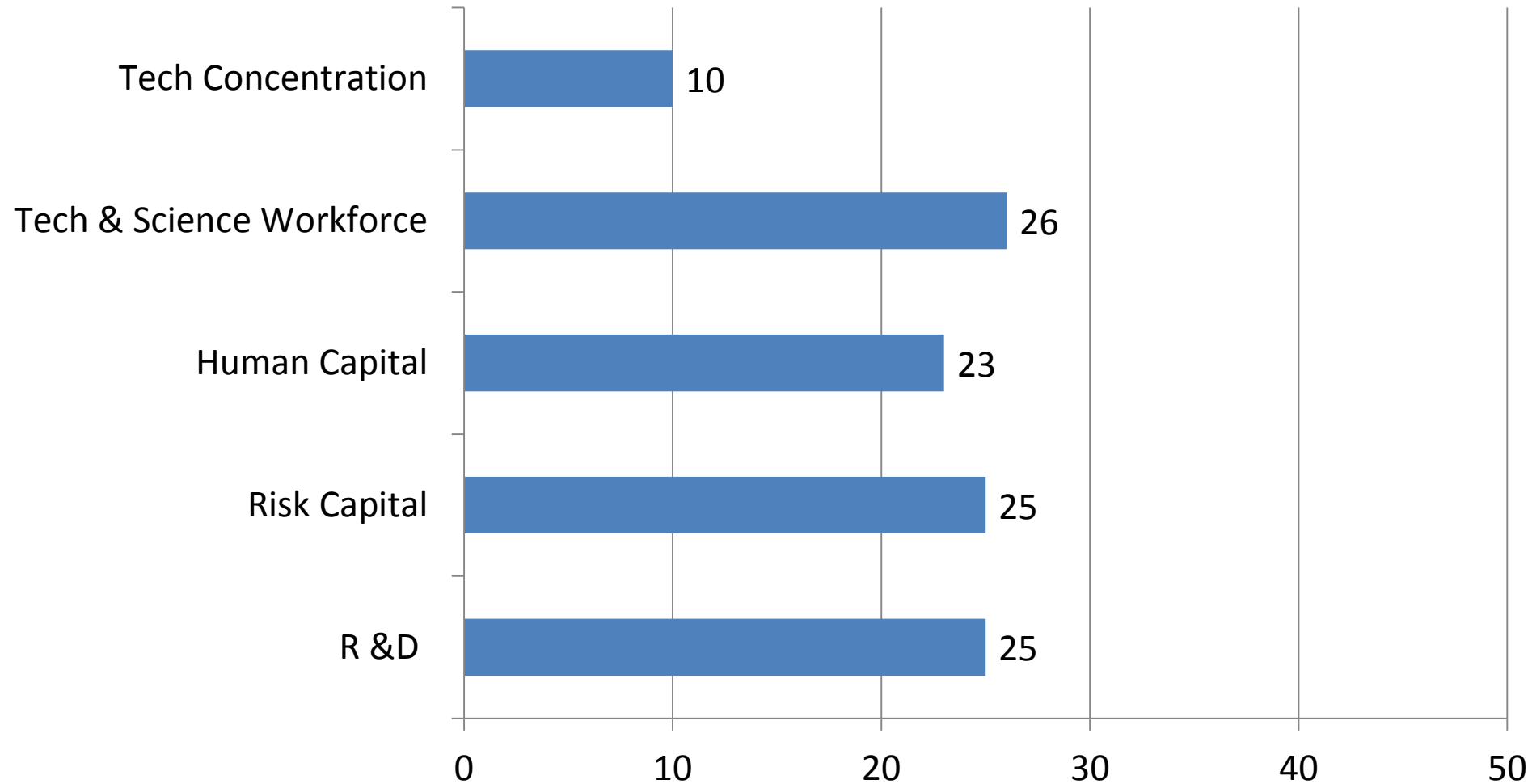
Robotics, Cloud, Digital-intelligence, 3D Printing

State Technology and Science Index 2012

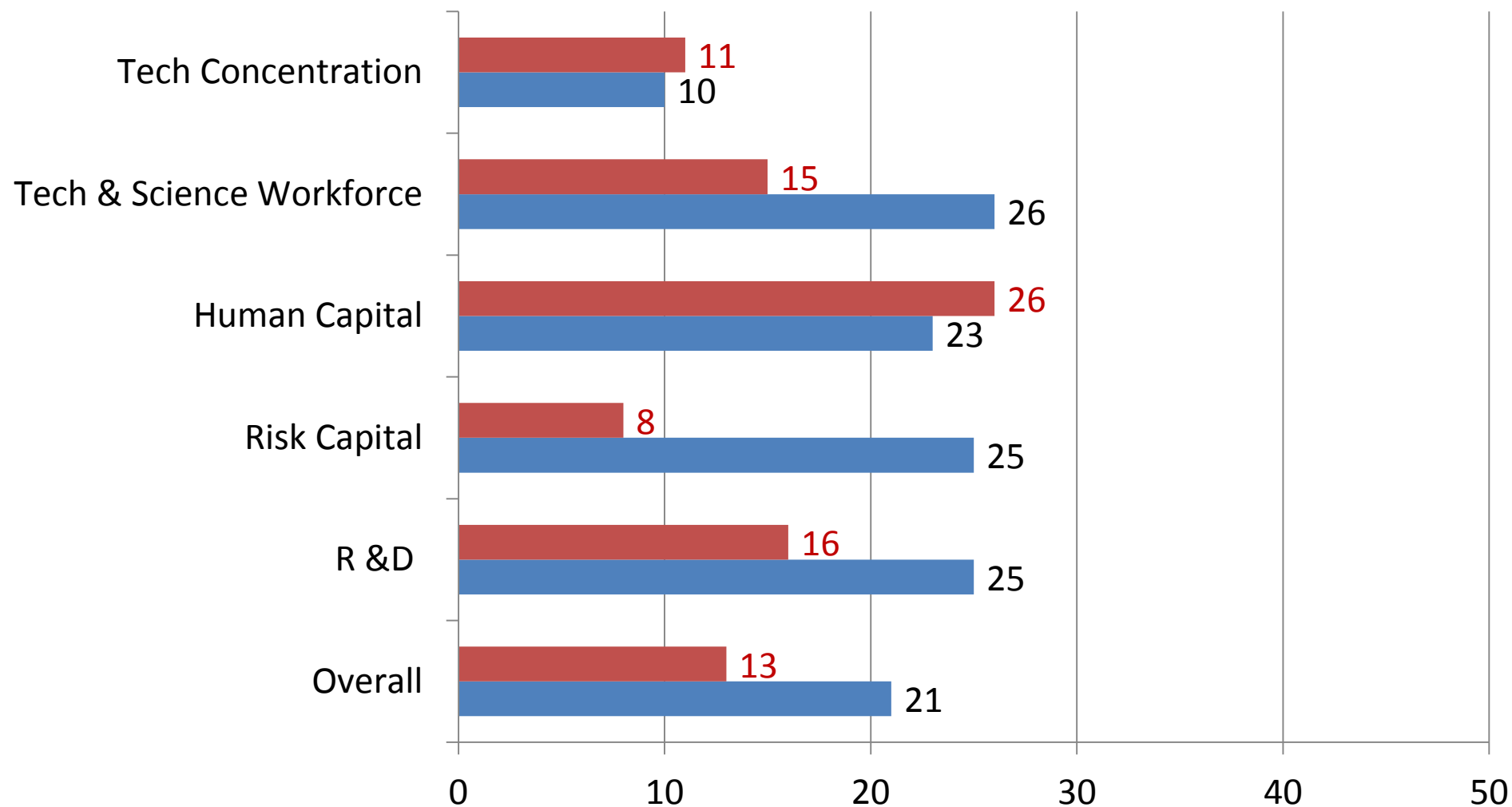
79 Indicators in R &D, Risk Capital, Entrepreneurial infrastructure, Human Capital, Tech and Science Workforce, and Tech Concentration and Dynamism



North Carolina Component Rankings of the 50 States



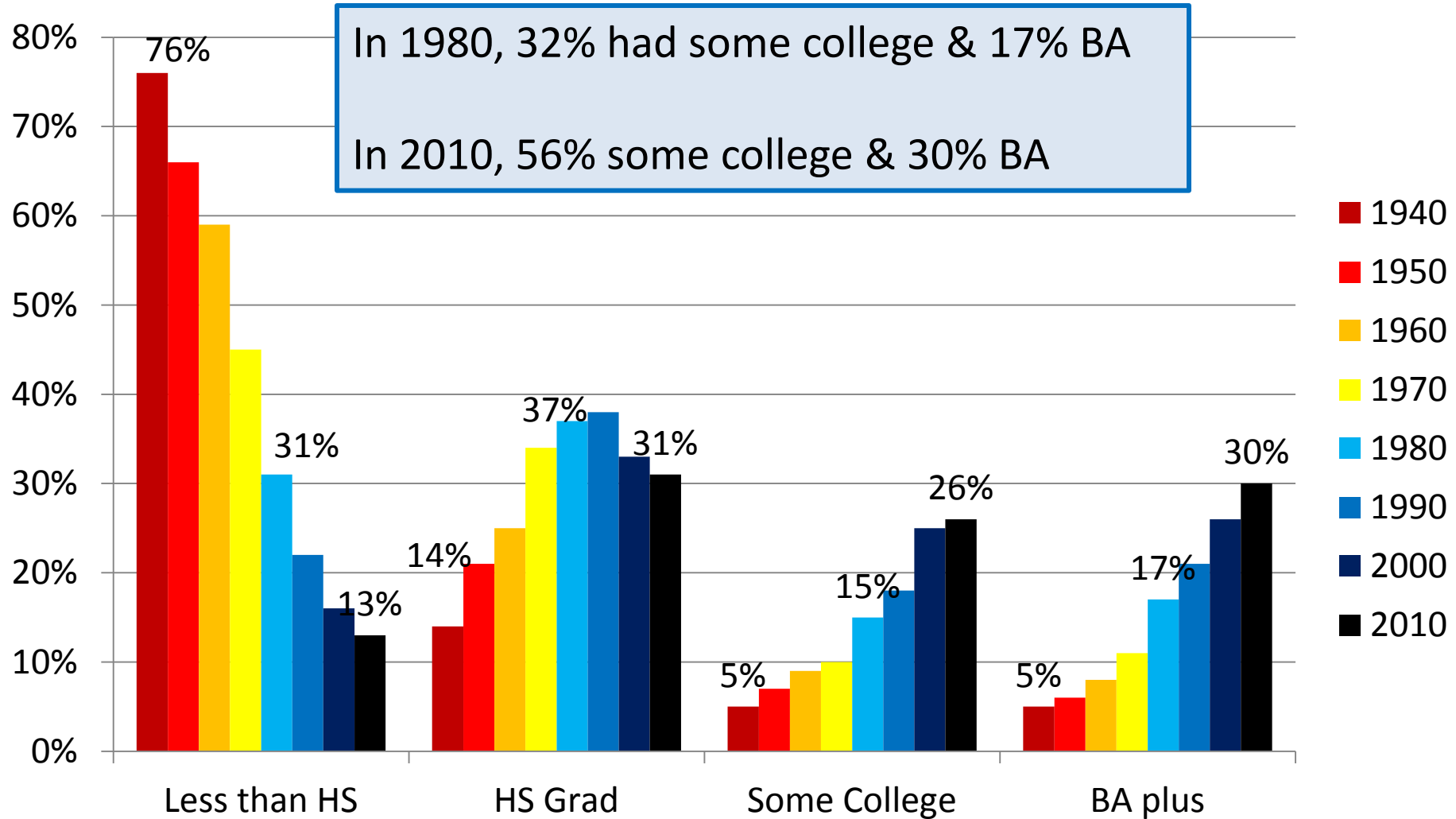
North Carolina Component Rankings of the 50 States 2010 & 2013



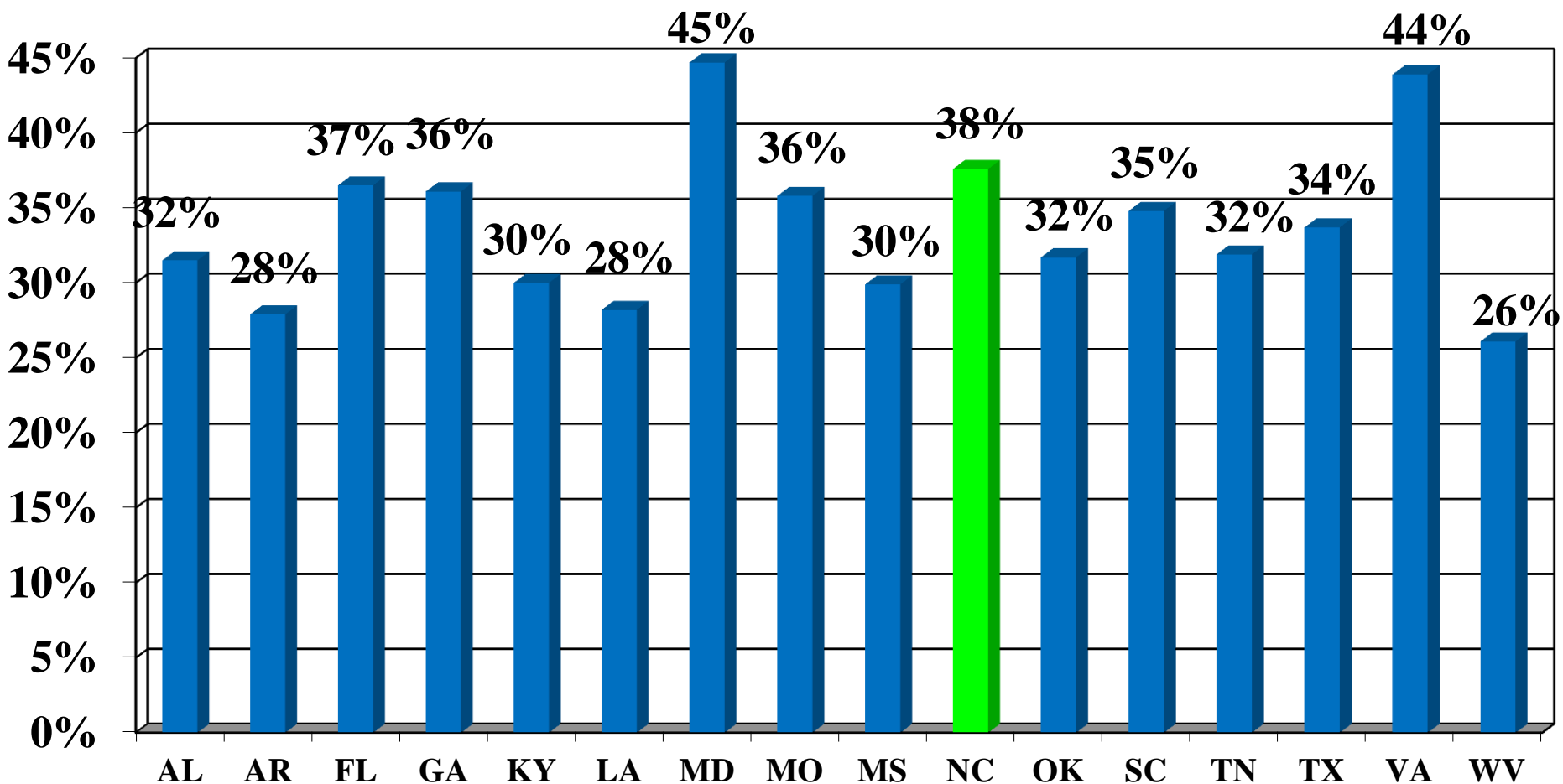
The Talent Bar



US Adults Years School Completed

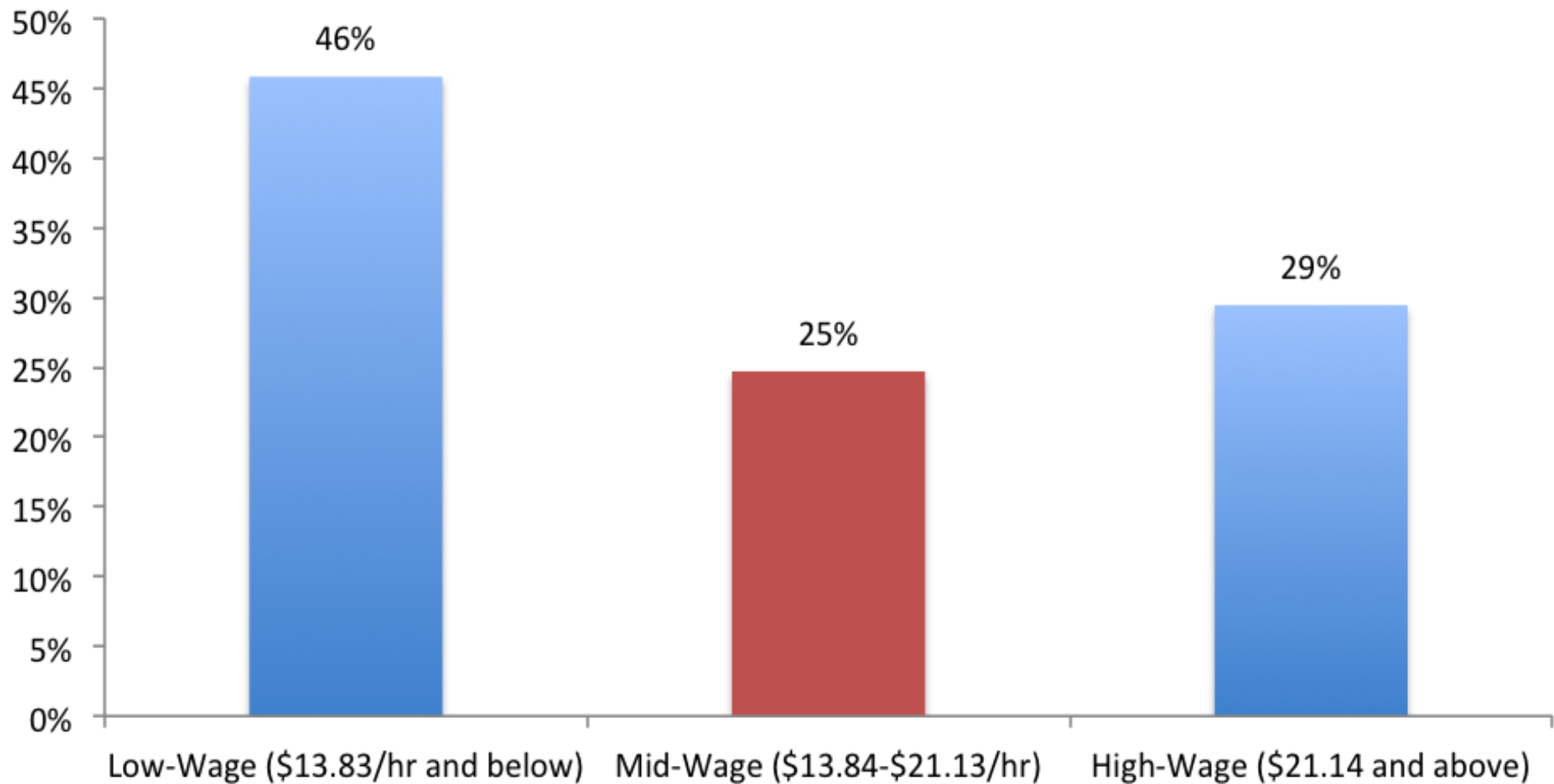


Degree – Attainment Rate By Southern State 2010





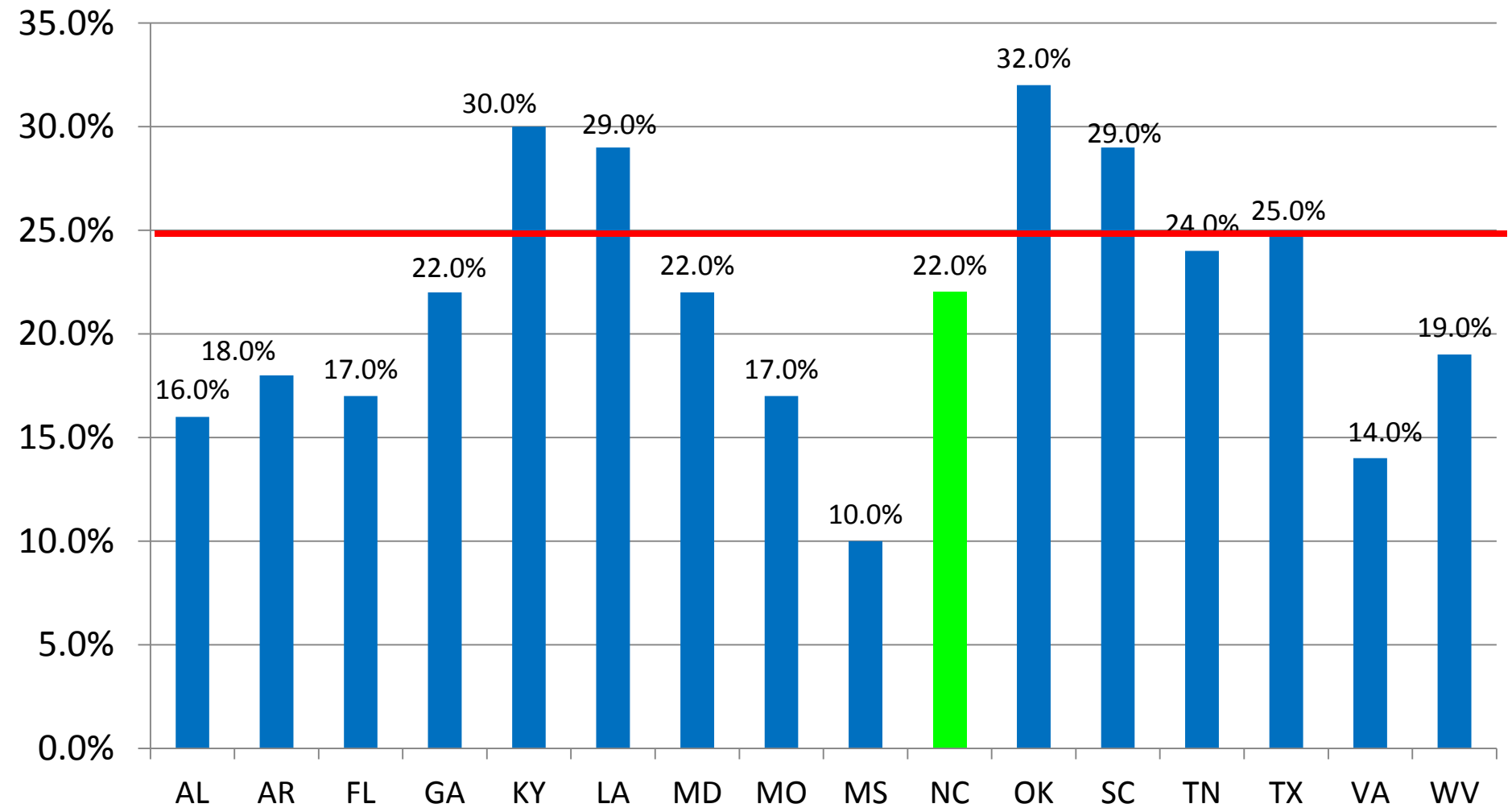
Share of New Jobs, 2010-2013



**Source: QCEW Employees, Non-QCEW Employees & Self-Employed -
EMSI 2013.3 Class of Worker**

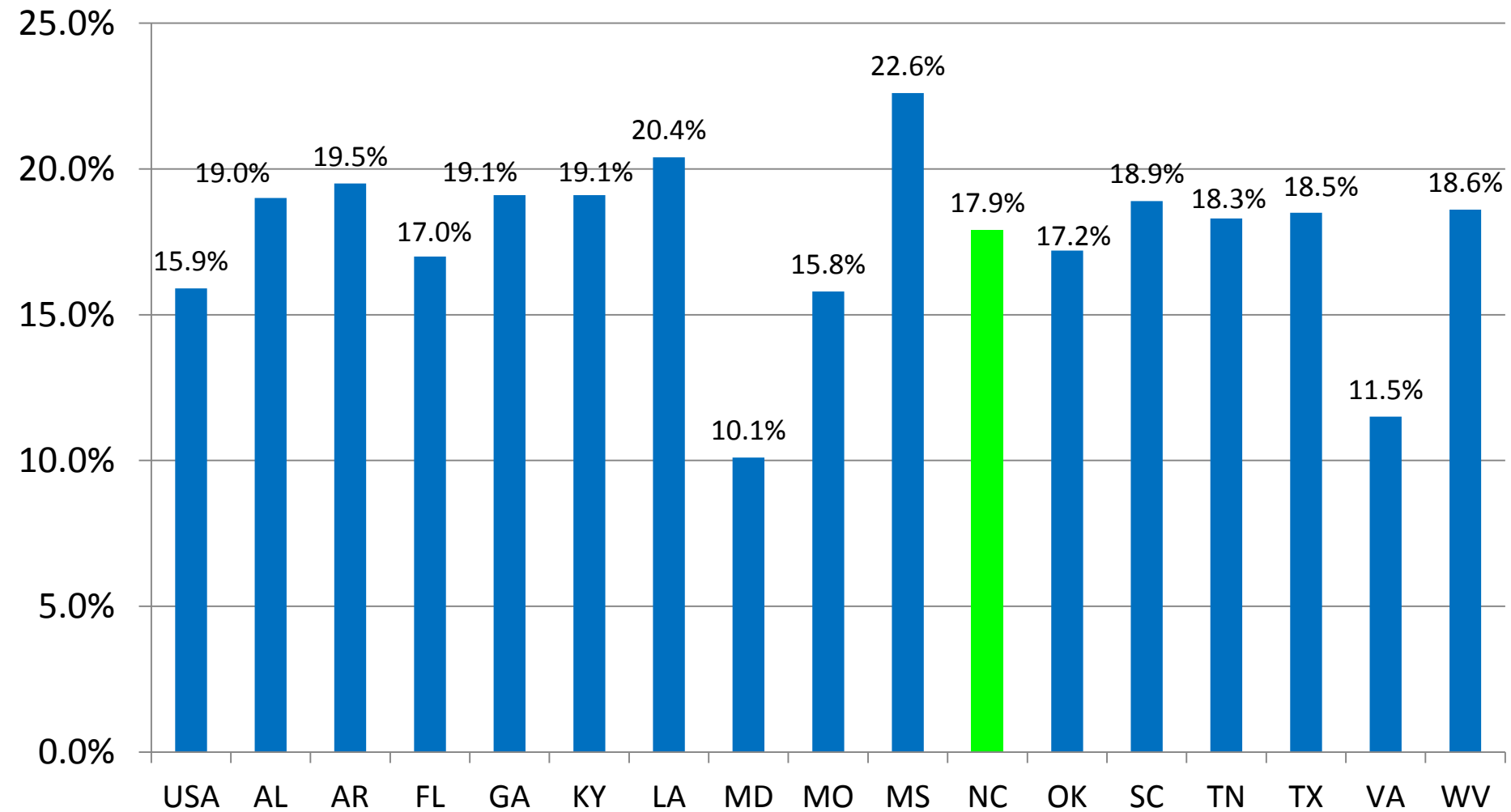
Southern States

Percentage of New Jobs 2010-2013 Paying Middle Wage



Southern States

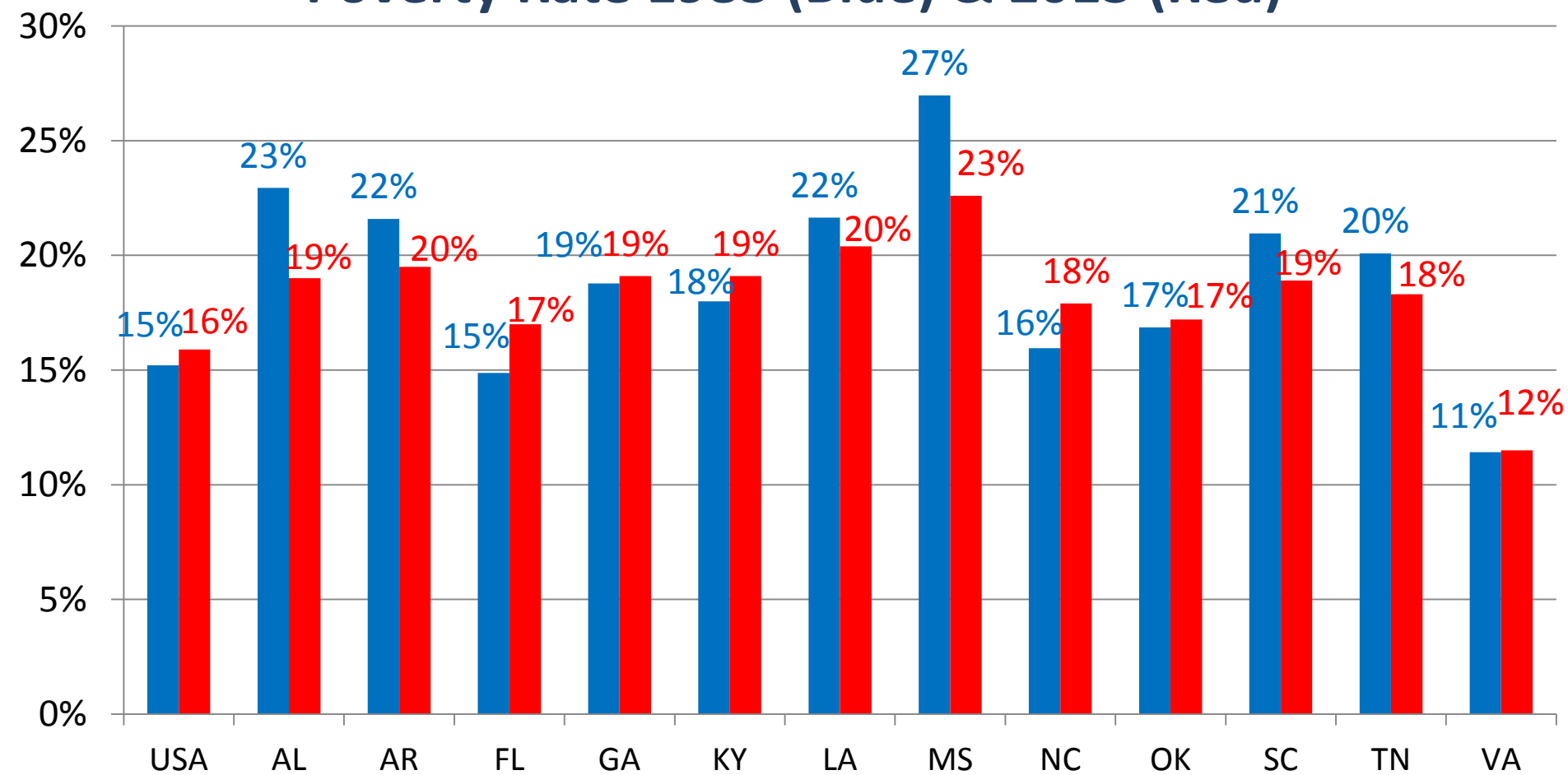
Percentage of People Living Below the Poverty Rate



PERCENT OF PEOPLE BELOW POVERTY LEVEL IN THE PAST 12 MONTHS (FOR WHOM POVERTY STATUS IS DETERMINED)

Southern States

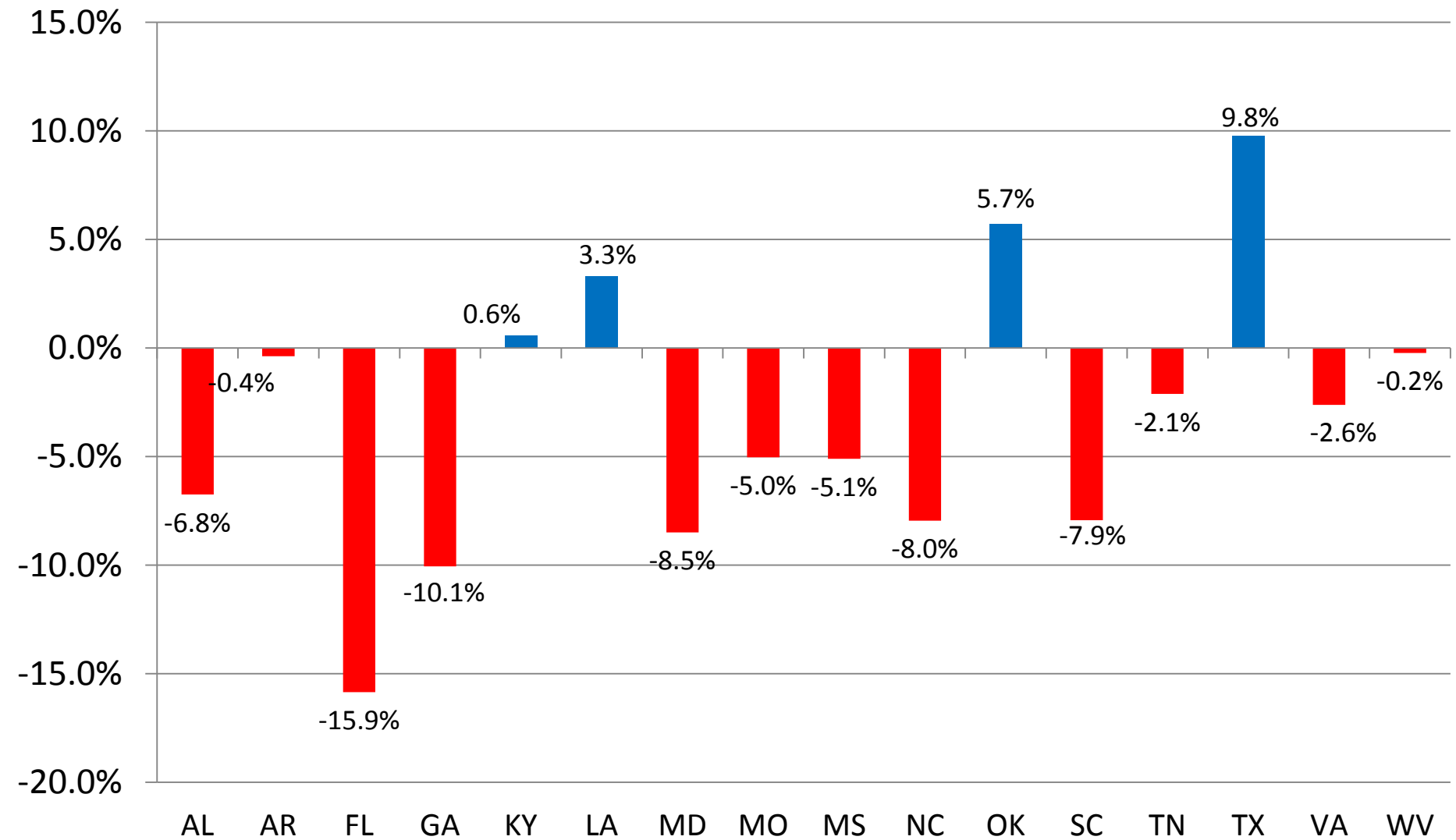
Percentage of People Living Below the Poverty Rate 1983 (Blue) & 2013 (Red)



PERCENT OF PEOPLE BELOW POVERTY LEVEL IN THE PAST 12 MONTHS (FOR WHOM POVERTY STATUS IS DETERMINED)

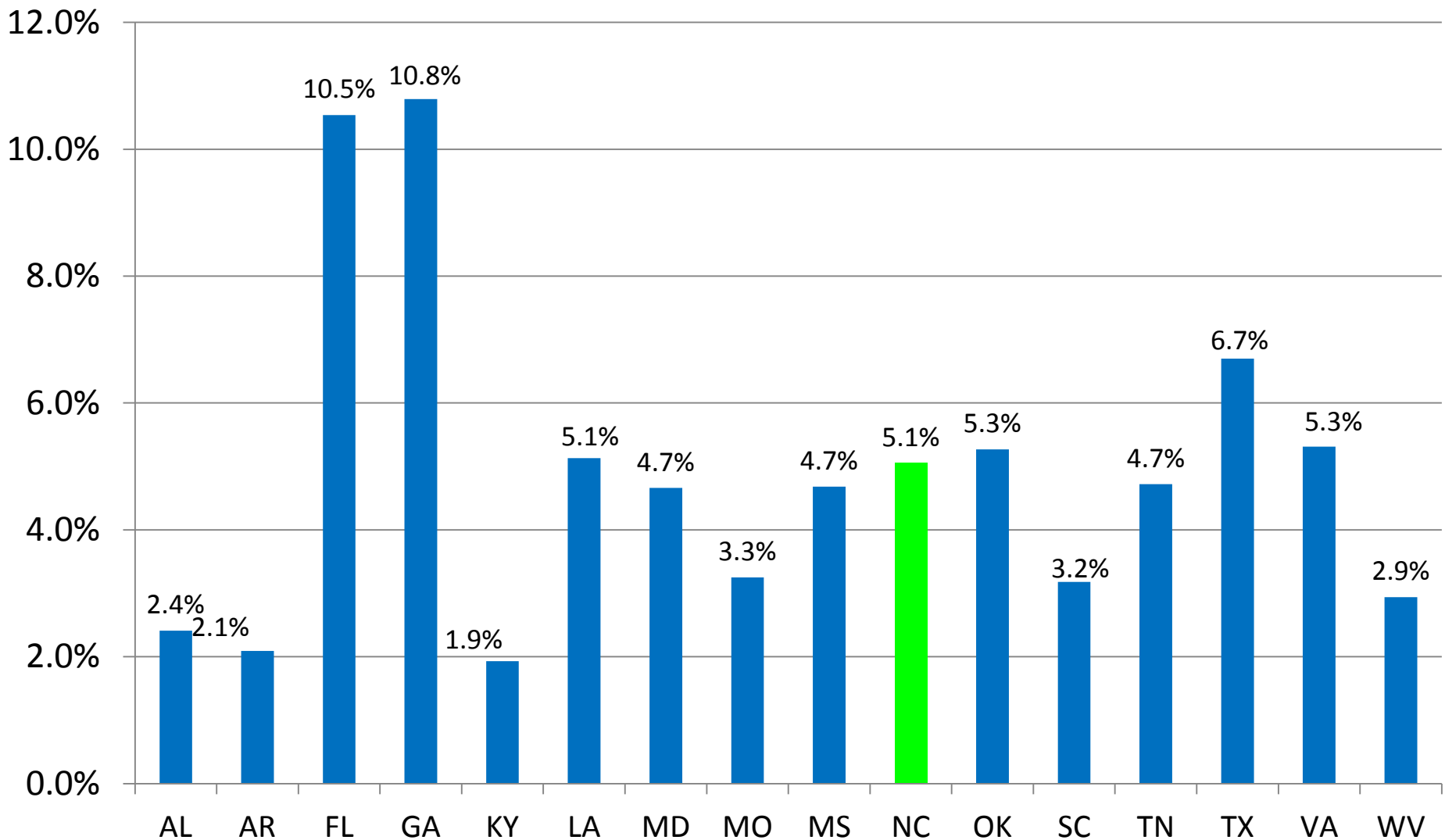
Southern States

Housing Price Appreciation Last 5 Years



Southern States

Housing Price Appreciation Last 12 month



Today's Persistent New Reality

- ❑ The economy changed
- ❑ The competition changed
- ❑ Locational factors changed
- ❑ The U.S. workforce has changed
- ❑ The talent demands changed
- ❑ Life cycles have changed
- ❑ Tools have changed
- ❑ Customer (talent & companies) demands/expectations changed
- ❑ The pace of change and everything else changed



Recommendations

- ☐ Align activities around a common plan, measure everything
- ☐ Decide on a spatial strategy
- ☐ Build great cities
- ☐ Focus on education-job skills alignment
- ☐ Increase workforce training capacity at the Community Colleges with a goal of national differentiation
- ☐ Focus on growth clusters where we currently have a competitive advantage

Recommendations

- ❑ Global is where the growth is, increase trade resources and grow export base (more companies exporting more to more places)
- ❑ Double down on the military, understand the military future
- ❑ Tell a compelling story
- ❑ Aspire for NC to be a U.S. leader in Economic Development thinking, innovation, and execution

